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SEPTEMBER 1954

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Here is a finished Lu-Re-Co house

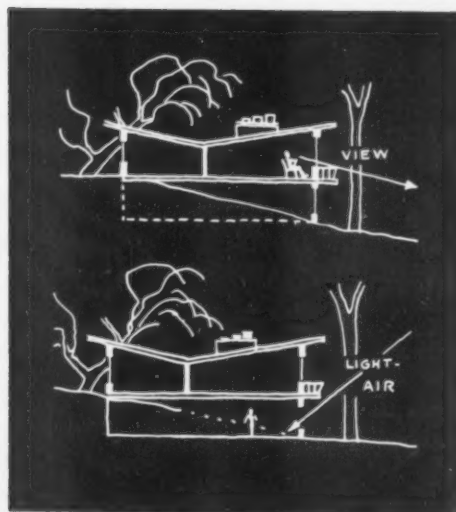
BLUEPRINT HOUSE—Inside-out design is simple, open, informal

National Home Week—Sept. 19 through 26



Trade-in selling is here to stay

Building on hillside lots



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NO Lingering Odors
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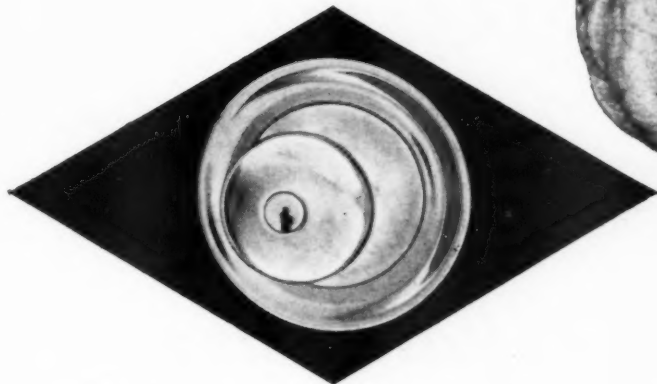
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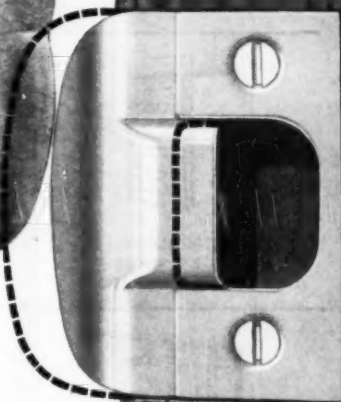
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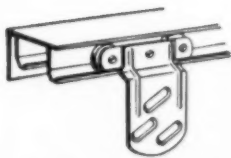
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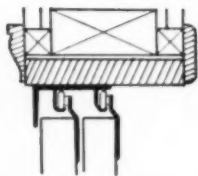


"A Finer Lock for Finer Homes"

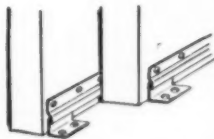
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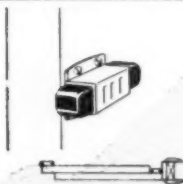
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ALUMINUM TRACK WITH APRON
... ADJUSTABLE HANGERS
WITH NYLON ROLLERS



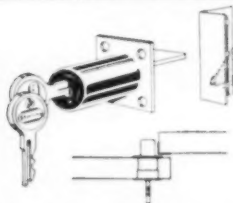
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TRACK APRON SERVES AS TRIM
... ONLY 1" HEADROOM



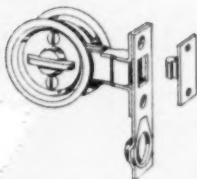
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SAVE TIME, CUT COSTS ...
ELIMINATE GROOVING DOORS



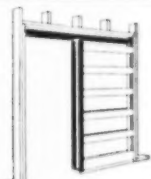
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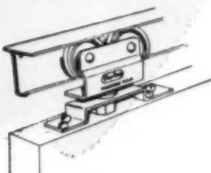
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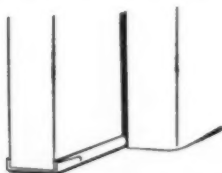
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ALL STEEL ... WARP PROOF



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IN HOME GARAGES



ALUMINUM GUIDE STRIP
ATTACHES TO BOTTOM OF DOOR
... GUIDES DOOR INTO POCKET

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*sets the
standard in
sliding door
hardware*

Through extensive research and engineering, Sterling has pioneered and perfected many new ideas which simplify and improve sliding door installations.

*Sterling is the most imitated
sliding door hardware.*

Pictured on this page are a few of the products recently introduced by Sterling. The new locks for by-passing and pocket doors and the new T-Frame and hardware for pocket doors embody many basically new ideas.

Builders everywhere depend on Sterling Hardware for advanced design and trouble-free operation.

Specify Sterling Hardware for your sliding door installations.



STERLING HARDWARE MFG. CO.
CHICAGO 18, ILL.

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Chicagoland Home Building Center, 130 W. Randolph St.

Sterling means **Quality**

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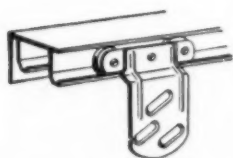


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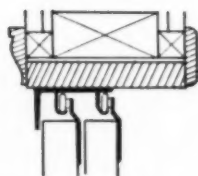
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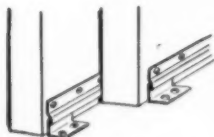
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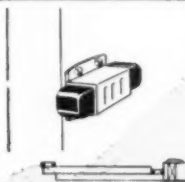
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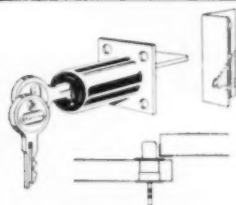
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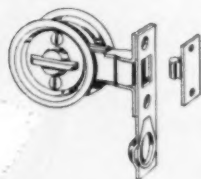
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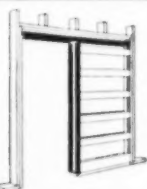
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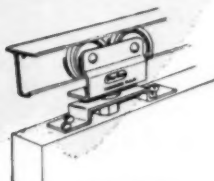
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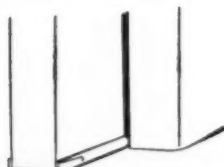
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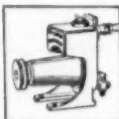
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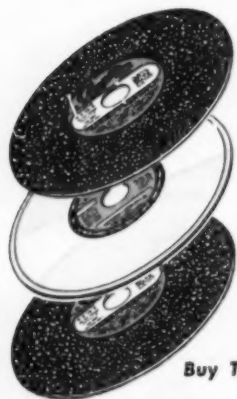
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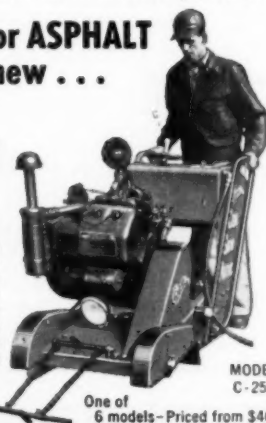
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National Home Week Needs Face Lifting

THE full sweeping potential value of National Home Week has not been developed beyond the surface-scratching stage. And it will not be until the basic objective of the Week is placed in sharp focus. Once the objective is clearly understood wider community participation in metropolitan areas and expansion to smaller cities, towns and villages can be expected. Then and only then will National Home Week do its full job for the public and the home building industry.

And what is the objective? Is it just to set up a campaign for a high concentration of sales in a given week in September? Any builder can do that for himself at any time in the year, and without the benefit of National Home Week. Admittedly and expectedly the Week produces heavy sales of homes. But that is only a minor part, perhaps only a by-product of the real objective, which is to show the public by actual demonstration that home ownership is within the reach of practically every American family; that children reared in their own homes are armed with self-respect and are much more likely to grow up to be sound, law-abiding citizens; that home ownership is an investment in spiritual, social and economic security; that it is the essential foundation for realizing the best there is in American living; that modernization, adequate maintenance and community pride and participation are necessary ingredients to happy living.

Those are the objectives of National Home Week. And once programs are tailored to them, sales, more gratifying than ever, will be the inevitable by-product.

But those objectives cannot be achieved by the home builders alone, even when

they work collectively in a metropolitan area. Churches, PTA's, women's clubs, youth organizations, service clubs and community clubs have just as much to contribute as the builders have, and their stake in home ownership and maintenance, although for a partly different reason, is just as heavy as that of home builders. And that holds for small towns as well as for big cities.

Across the board cooperation in National Home Week between the home building industry and other local agencies equally interested in better American living standards is vital.

Overemphasis on immediate sales in National Home Week immediately alienates these agencies. Carnival or circus atmospheres with admission charges and side shows for National Home Week degenerate the Week into nothing but a concentrated sales campaign, which immediately decreases its stature and bars community participation, and ultimately will fail even to develop stepped-up sales.

We need to raise our sights on the objectives and potentials of National Home Week, re-tailor our programs in most large cities, and get participation of thousands of builder-dealer teams in small towns. Then and only then, with intelligent national publicity, will we give both the public and ourselves the full value of the Week.

John Dickerman in his column in this issue says with perception and brevity, "It is important to remember that National Home Week is not merely intended to sell the homes of the particular builders who take part in the event: its main objective is to 'sell' home ownership and better living to the whole American public."

Publisher, C. J. Wageman

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The Saturday Evening

POST

-gets to the heart of America

AMERICAN BUILDER

why not more security with a 'flexible mortgage?'

The home can serve as a lifelong source of credit for the average home owning American family if certain proposed flexible mortgage provisions are adopted by lending institutions. Builders would be able to sell "security" to an increasing degree each time they sell a house.

Such a plan has been suggested by Horace Russell, general counsel for the United States Savings and Loan League. He urges that savings associations and cooperative banks adopt "flexible mortgage contracts" which would cover all financial needs of the borrower. There is no reason why a family owning a home should ever have to use short term, high cost funds, says Russell.

Financial security for families

To some extent, and in varying degrees, the "flexible mortgage" is in effect. If it were universal, however, families could look to their mortgages, as they now do to lenders, to meet unusual needs for money. When the public begins to realize that their homes really represent financial security, the number of home owners will increase even more sharply.

Russell proposes that the following six provisions be included in a "flexible mortgage contract":

1. A "package mortgage" clause to cover the improvements and facilities the home buyer intends to mortgage as part of the real estate, including such things as blinds, storm windows and screens, refrigerators, stoves, laundry equipment, and even carpeting.

2. An "open end" clause to permit the borrower to obtain additional advances on the mortgage for use in improving the house, or for other purposes.

3. A prepayment privilege to

allow borrowers to prepay on their loan in any amount and at any time. A surprising number of families will prepay on their loans to insure against the foreclosure of the loan in event income should stop for six months or a year.

4. Some provision for a grace period, such as 90 days, for a loan paid according to the mortgage contract for three or more years.

5. A "loan modification agreement" to be used to take a loan out of default, to change the monthly payments and extend the loan, to adjust the interest rate, or for other purposes.

6. Longer term and higher percentage loans for the purchaser who appears to be a good risk.

A young family is better served when it gets long term financing for its home financing needs under a flexible mortgage contract, than by a closed-end mortgage on the naked house and lot.

The closed-end type of financing

means that the family also must finance appliances, equipment and other facilities on short term at interest rates of 10 or 12 per cent, and has to borrow for repairs, maintenance and emergencies, also for a short term at 10, 12 or higher per cent; or incur the delay of refinancing the entire home mortgage debt.

Flexible mortgage financing will help to make the target of Paul B. Wishart, president of Minneapolis-Honeywell Regulator Co., a reality. He believes that the irresistible appeal of new homes will push housing starts to two million a year by 1964, and that the fascination of new homes will prove stronger than the legendary sales appeal of new automobiles.

According to Mr. Wishart, "the American people are just beginning to realize that there is more fun and more satisfaction in having a new home with all of its advantages than there is in having a new car parked in front of an old home."

SIX FLEXIBLE MORTGAGE PROVISIONS

1. Package Mortgage

To finance improvements, appliances, etc.

2. Open-End Clause

To reopen mortgage for improvements and other purposes.

3. Prepayment Privilege

To insure against foreclosures.

4. Grace Period

To allow mortgagor leeway in exceptional circumstances.

5. Loan Modification Agreement

To change provisions readily.

6. Longer Term Loans

For the purchaser who appears to be a good risk.

WOOD WON'T ROT WHEN IT'S

COLD

AND DRY

Living fungi, which break down the substance of wood are microscopic and abundant. But they need WARMTH and DAMPNESS to develop. Dampness will also peel off paint, crumble plaster, cause iron and steel to rust.

Some insulations can promote and retain destructive condensation inside walls and other structural spaces. Warmth and vapor can flow through asphalt, paper, plaster and most building materials, including ordinary insulations. Vapor condenses when, upon striking a colder surface, the air reaches a dew-point.

An empty space, the best insulator against heat flow by Conduction, does not prevent heat flow by Radiation and Convection. Of all heat transferred through structural spaces, about 50% to 80% is by Radiation; all but about 7% of the rest is Convection. The surfaces of multiple accordion aluminum sheets have a reflectivity for heat rays of 97%; absorptivity and emissivity of only 3%. The aluminum and fiber layers retard Convection. Conduction is slight through the preponderant low density air spaces.

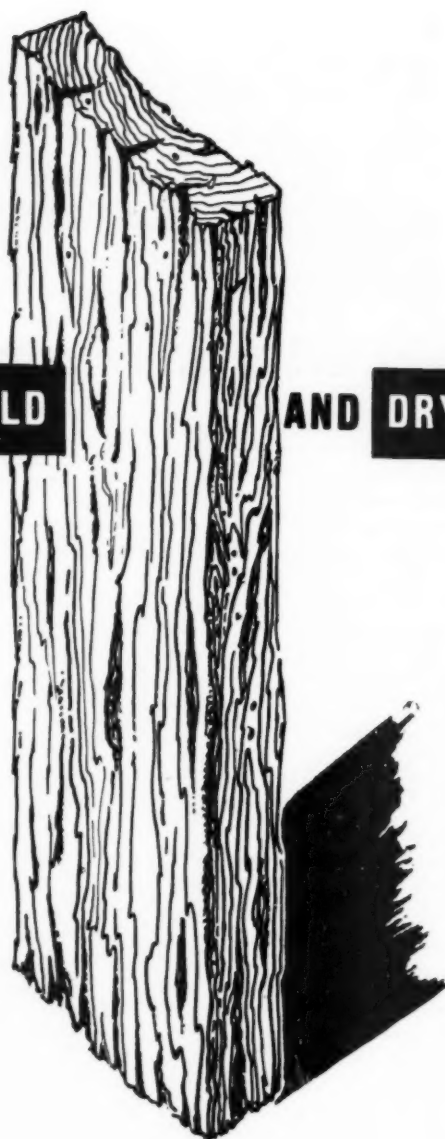
The tough aluminum sheets used in multiple accordion aluminum are impervious to water vapor, and are long and continuous. Infiltration under flat, stapled flanges is slight.

Where multiple accordion aluminum is used, fortuitous vapor and water (for instance rain) which intrude into wall and similar spaces will gradually flow out as vapor through exterior walls and roofs as pressure develops within, because vapor flows from areas of greater to less density. The vapor cannot back up through the continuous, impervious aluminum, so it flows out because exterior walls and roofs have substantial permeability in comparison with aluminum, far greater than the required 5 to 1 ratio.

To obtain maximum uniform depth protection against heat loss and condensation formation, it is necessary to use the new **edge-to-edge** multiple aluminum*, each sheet of which stretches from joist to joist, and also all through the flanges for further vapor protection as well as permanent attachment of each sheet.

The U.S. NATIONAL BUREAU OF STANDARDS brochure: "Moisture Condensation in Building Walls," discusses vapor and heat flow, and the causes and prevention of condensation. Use the coupon. Get a copy at our expense.

*Patent applied for.



**COST OF EDGE-TO-EDGE
MULTIPLE ALUMINUM INFRA INSULATION**
installed in new construction between
wood joists, material with labor

Type 6-S under 9½¢ sq. ft.

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AMERICAN BUILDER

Buildercast

- LOCAL NEWS
- FORECASTS
- NEW TRENDS

NORTHERN area



LOCAL FHA OFFICE "FREEZE-UP" was reported early last month by builders from several local areas. This turns out to be something more than the fact that increasing numbers of applications are slowing down the agency's processing time. Many of the builders had jumped the gun on the housing bill and advertised homes under the new liberalized terms before the President had signed it.

Eight days later, FHA Commissioner Mason issued the new sales housing regulations to the local offices. Only then could they begin to process applications utilizing the new terms.

Apparently a more serious situation is the complaint of some small Mid-western builders that VA red tape was threatening to drive them out of business. Houses for which they had received loan guarantee commitments had been built, sold and occupied. While they sit and wait for their money, they are committed to start other homes. But with VA holding up their working capital, they are helpless to proceed.

DISSATISFACTION OVER WARRANTY provision in the new housing act is expressed by the New Jersey Home Builders Association. It holds that there are no "teeth" in the warranty to protect buyers and therefore "it is a tool that can be used, through the cooperative efforts of a buyer and a lawyer, to establish nuisance lawsuits that will be costly and time-consuming, but, very likely, without conclusions or penalties.

The state association holds up its own one-year guarantee bond as a model providing "real security" for the buyer and protection against nuisance complaints for the builder.

Meanwhile, the Jersey association announced it had gained 28 per

cent in membership during the two years its certified-bonded builder plan has been operating. When the program was started, it formed a state certification board and required each member to file an application for certification.

During the next few months, the board expelled approximately 11 per cent of the members. Since then, it recovered deposit money for one buyer, removed one builder from membership at the request of his local certification committee and suspended another after evidence of financial difficulties was presented.

It has become clear by now, the association reports, that it has been vigilant in carrying out policies originally established and that the program was not intended to obtain publicity that would mislead the public.

BUSINESS MANAGEMENT COURSE will be brought to NAHB members in the form of an intensive five-day seminar, according to a decision reached late July by the executive committee.

Six professors from the University of Denver will present the course, which will be held first in Philadelphia some time in November. Cost has been set at \$160: half for tuition and half for textbooks.

ELEVEN NORTHERN CITIES were among the 25 cities of the nation listing the largest volume of building permits for the first half of 1954.

Total of the permits for 11 cities was approximately \$807,700,000, greater than the combined total of leading cities in South and West.

New York headed the list, compiled by Dun & Bradstreet, at \$311,749,036. Chicago rated third place, with \$110,843,200; Philadelphia fourth, at \$78,328,390.

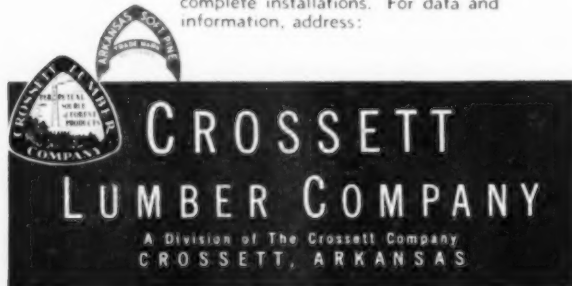
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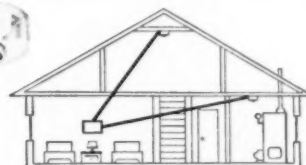


Freedom From Fear of Fire

Builders in every price range report the new Edwards Home Fire Alarm is a powerful sales persuader! Here's a \$20 feature — easy to install and demonstrate — that gives every new home what every new home buyer wants: *fire protection!* Add this feature to *your* new homes.



Complete, integral signal unit
mounts behind smartly styled,
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flush into wall. System can be
tested anytime simply by push-
ing button.



Two automatic, foolproof detectors
— ceiling-installed in furnace room,
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safe coverage for 400 sq. ft. each.
Additional detectors easily added
to system. UL listed.

- ★ COMPLETELY AUTOMATIC,
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Rings the bell with your prospects! Light
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Dramatic proof that your prospects
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Edwards Home Fire Alarm, Catalog #F-100. Two
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See your electrical supplier, wire or phone Edwards
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Large Industrial Center Planned in Long Island Includes 6000 Houses

Largest assemblage of land on Long Island, N. Y., for new construction since that of the 17,500-home Levittown has been announced by Sydney M. Siegel, following acquisition of 1,946 acres of vacant land in Suffolk County, 60 miles east of New York City. Acting for a group of American and Canadian businessmen as sponsors, Siegel said the site would be developed as an integrated industrial community to be known as "Suffolk City."

Approximately 1,200 acres, he pointed out, will be improved with 6,000 one-family houses, mostly in the \$8,000 to \$10,000 range, and 300 apartment units. Some homes, intended for managerial and executive employees, will range from \$16,000 to \$40,000.

The industrial section will comprise 500 acres, he said, of which two-thirds will be reserved for parking, walks, roads and landscaping. Brown & Mathews, Inc., designers of the Roosevelt Field industrial section, have been retained to plan this phase of the project. Shopping Center, park, school and church sites will take up the remaining area.

South Jersey Changeover



Harold D. Sarshik (left), congratulating his successor, Bernard Weinberg, as president of Home Builders League of South Jersey, following induction ceremony by Richard D. Hudson (center), president of the New Jersey State Assn.

Milwaukee Pointing For New High in Starts

Building permits issued in Milwaukee County the first six months called for 4,579 new housing units, a 30 per cent increase over the 1953 record, according to Phil Herriges, president of the Milwaukee Builders' Association. Only a slightly better second half is needed, it was noted, to better the record set in 1950.

Squeeze Between Costs And Appraisals Hits New Jersey Builders

Builders throughout New Jersey are being squeezed between current costs and appraisals, according to John S. Wright, executive vice president of the New Jersey Home Builders Association, who charges that appraisers have not adjusted their cost indexes to keep pace with conditions.

Late last year, he said, mortgage money was scarce and materials suppliers were selling supplies slightly below normal due to a sharp drop in orders. This allowed builders, he went on, to plan their early 1954 production and offer homes at a price below that anticipated.

While appraisers and government agencies noted this price drop and reduced their cost indices accordingly, they have not recognized changes which began immediately after this winter trend, in Wright's opinion. Among them, he lists more plentiful mortgage money, an upturn in building activity which developed a firm attitude by suppliers and subcontractors, sending their prices back to normal, higher land improvement costs brought on by municipalities lot requirements.

Telling (and showing) It to the Buyers



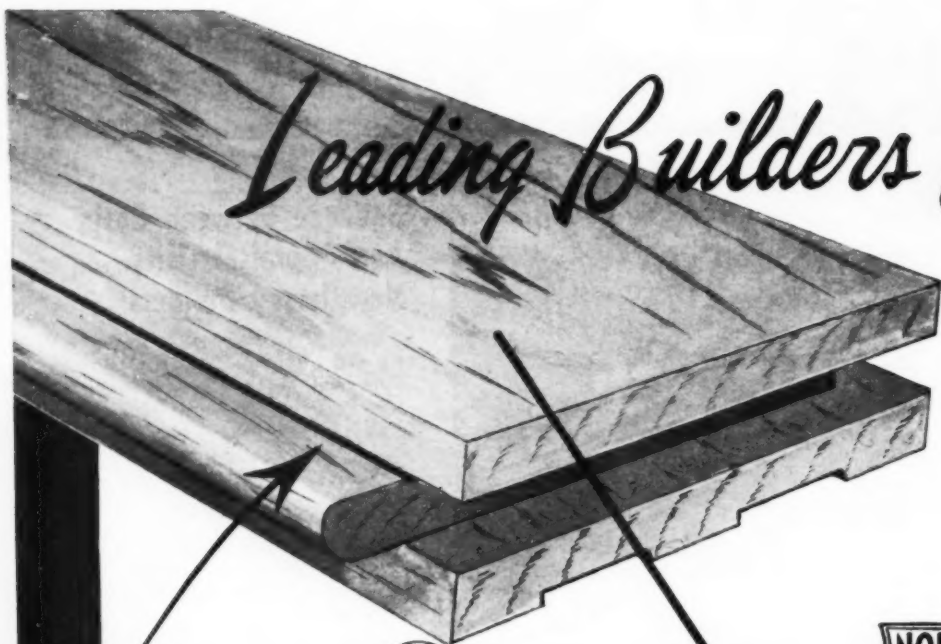
One of 13 television programs at Wichita, Kans., designed to acquaint buyers with home building problems. Typical session shows (left) James Gardner, president of Wichita Association of Home Builders; James B. Gantt, producer-director of "Your Family's Comfort" program; Dick Hickox, moderator; Robert J. Schaefer of Ramey & Himes, architects, Coleman Company and its local distributor, Siebert & Willis, sponsored the series

Cole Appoints Committee To Extend Mortgage Credit

Members of a National Voluntary Mortgage Credit Extension Committee, created by the new housing act to ease the flow of home mortgage funds in areas facing a shortage of local capital, have been selected by Housing and Home Finance Administrator Cole.

Among members chosen from northern states are: W. A. Clarke, president, Mortgage Bankers Association of America, Philadelphia; E. R. Haley, General Mortgage Corporation of Iowa, Des Moines, Iowa; Harry Held, Bowery Savings Bank, New York; Robert M. Morgan, Boston Five Cents Savings Bank, Boston; Norman Carpenter, Metropolitan Life Insurance Company, New York, and Milford A. Vieser, Mutual Benefit Life Insurance Company, Newark.

Leading Builders Use



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OAK FLOORING
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AT YOUR
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NORTHERN NEWS

Mahoney Plans 1,200 Houses In Chicago Suburban Area

E. C. Mahoney, former president of the Chicago Metropolitan Home Builders Association, opened eight models in mid-August to introduce a 1,200-unit community in Hazel Crest, a far south side Chicago suburb, which he plans to complete in two years.

Designed by Harlan Moore, the eight types are split-levels or ranch units ranging from \$12,750 to \$18,000. Burda & Van Scheltema arranged the land planning to feature winding roads with lot frontages of 50 to 70 feet and depths averaging 125 feet. Plans of the first 40 houses are set, but after that, all units will be built to order, according to buyer selection from the models.

Roamin' the North—

Building trades members in St. Louis were to work nine hours a day the last week in August and donate their ninth-hour pay to the Community Chest. Builder Joseph H. Vatterott, representing the charity, worked out the plan with Joseph Cousin, secy.-treas. of the local building trades council, expressed confidence local employer groups would match the labor participation. . . . Ben Goldberg, who will retire next month as head of HBA of Greater St. Louis, will step into the job of chairman of the group's home show, scheduled for next winter. . . .

Quebec HBA has returned Charles-Guy Pare as its president. . . . Northern Sash & Door Jobbers Assn. has scheduled its 13th annual meeting for Detroit's Sheraton-Cadillac Hotel Oct. 25-27. . . . Connecticut Gov. John C. Lodge will be the prin-

At Architects' Show



Lewis Adams, president, Architectural League of New York and E. M. "Manny" Spiegel, former NAHB president, visit New York State Home Builders Assn. display at League's exposition. State executive director Bob Durk is at right

Two Home Builder Groups with Similar Thoughts



H. E. Studer and R. B. Clausung, FHA directors of Kansas City and Topeka, share honors cutting 2 1/2-foot cake shaped like a house commemorating agency's 20th anniversary. Looking on are John M. Dickerman (left), NAHB executive director, and Larry Winn Jr., president of the host HBA of Greater Kansas City

cipal speaker at New England Council's first convention, which will be one of the first such meetings in the newest Statler Hotel, at Hartford Oct. 28-30. Clay Johnson, Hartford secy., is in charge of arrangements. . . .

New secretary-manager of Southwestern Lumbermen's Assn. is G. Kenneth Milliken of Rochester, N. Y., reports Sam M. Arnold, president. Ken served nine years as executive assistant to Paul Collier of Northeastern Lumbermen's group, succeeds Allan T. Flint who resigned in July. . . . In another dealer change, Hugh O. Tompkins has succeeded

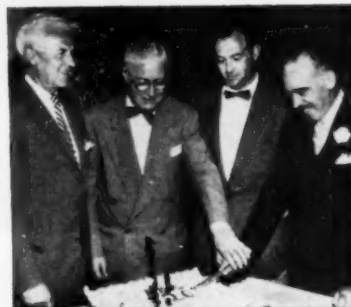


Hugh O. Tompkins

Eddie Frick as managing director of New Jersey Lumbermen's Assn. Tompkins served two terms as head of the Fuel Merchants Assn. of N. J. later became its managing director. . . .

Meet on Cruise Ship—

Al King of Detroit, NAHB regional VP, made sure things would be kept moving at regional fall meeting for Ohio-Michigan members.



Another decorative cake is cut by William Adam Schulz (right), New York FHA director, aided by Fred J. Ewald, director of Jamaica, L.I., office. Walter J. Stackler, Long Island Home Builders Institute president, and A. Sidney Roth, its FHA-VA committee chairman, are the interested witnesses

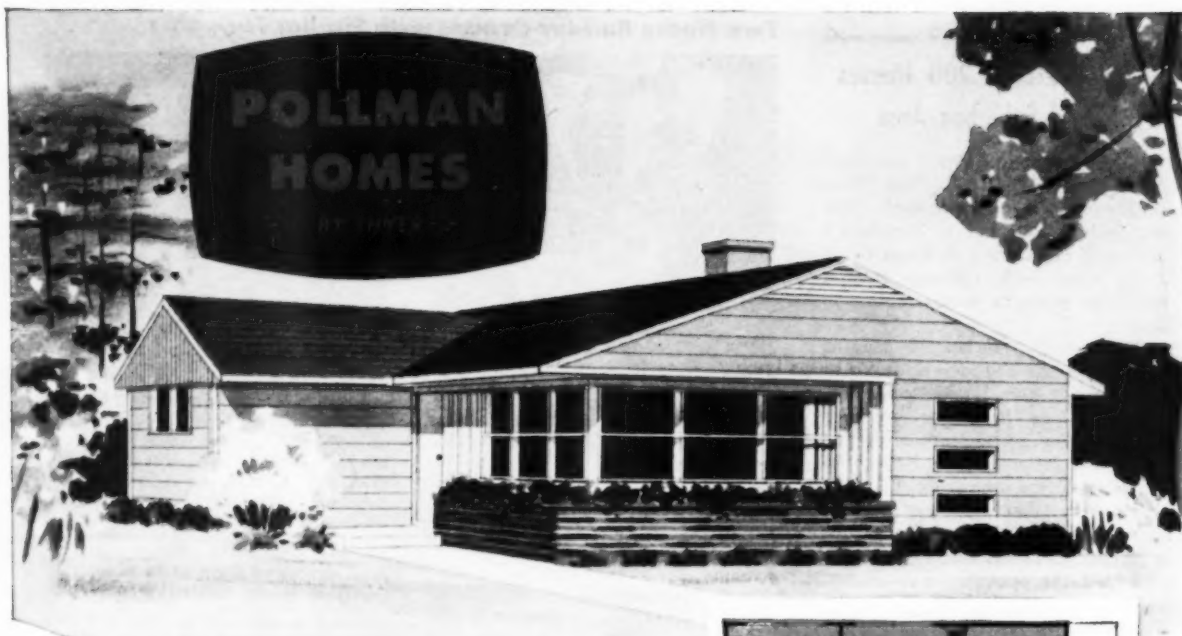
Meeting began Aug. 22 in Detroit on the S. S. South American. Before it ended five days later, the "floating classroom" visited Houghton, Mich., the Soo locks, Mackinaw Island and Duluth, Minn. . . . Clarence A. Thompson, Lu-Re-Co chairman and Champaign, Ill., lumberman, has been named to the board of governors of the Building Research Institute. . . .

Harry Friedman, Fair Lawn, N. J., builder, recently found three \$10 bills in his mail. Unsigned note explained writer had once stolen lumber from his job. . . . William R. Allen Sr., owner, has announced his intention to convert Kansas City's Lakewood golf course to residential development. . . . Milwaukee Parade of Homes date has been set back a month, to Sept. 12-19. . . . Henny Mollgaard was due back late August from world tour, including stops at Egypt, Spain, Italy. During talk before Frankfurt, Germany, realty group, she offered film presentation of Milwaukee's '52 Parade of Homes. . . .

Cure for 'Sidewalk Supers'—

Sidewalk superintendents were getting so under foot when Nat Siegel began his Fern Homes job at West Islip, L. I., that he built a special observation platform, complete with guard rails and safety signs. Now everybody's happy. . . . Baltimore will have its first home show since 1948. HBA of Maryland will sponsor it during National Home Week, with Harvey Meyerhoff in charge of the committee. . . .

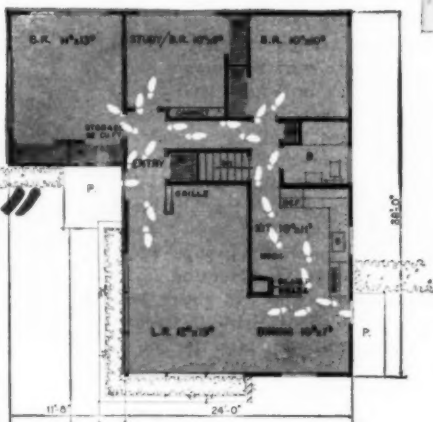
Sampson-Miller Associated Companies are starting a 1,500-home center named Garden City on a 500-acre tract in Monroeville, Pittsburgh suburb. . . .



The Floor Plan that solved a "Traffic Problem"

Living room traffic is eliminated in the L-SHAPE floor plan by hall leading from front entry to bedrooms and bath. And the shortcut to bathroom from rear door, via the kitchen, is handy feature families with children appreciate. A versatile design, the L-SHAPE offers builders a wide choice of distinctive elevations, 3 different orientations and left and right-hand models. Ideal for multiple house developments where builder desires exterior variations but wants to gain economies of concentrating on one basic floor plan.

For complete information about the L-SHAPE or other easy-to-build—easy-to-sell Pollman Homes, contact your local Thyer factory representative or write direct.



FHA OR VA ACCEPTANCE

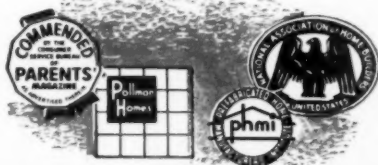
1104 square feet—basement or non-basement models—3 bedrooms—conventional construction—plus advantage and economies of carefully controlled factory assembly.

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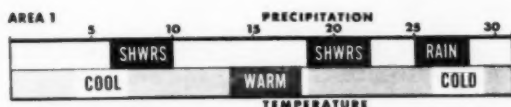
building weather for September

An exclusive American Builder service
prepared by Irving P. Krick, Ph.D., and Staff

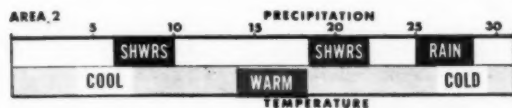


Special climatic studies were made for selected cities in each area to determine AVERAGE and LAST YEAR Operational Days. ESTIMATES are generally applicable to each area. Precipitation and temperatures extreme enough to stop outside work have been forecast as number of NON-operational days. Naturally, inside work may on occasion proceed even through the cold and wet spells shown.

NORTH: Working weather during September, 1954, will be less favorable than usual in the northern areas of the United States.

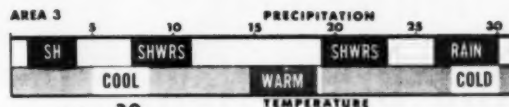


The nearness of the winter season will be brought to mind this September as temperatures are expected to average colder than normal. Sharp drops in minimum readings should accompany the two cold spells indicated on the timing bar. Rainfall totals for the month will range from normal to slightly below normal with several working days lost due to precipitation amounts in excess of the critical value. The best period for construction will prevail around mid-month. Last year in September temperatures averaged near normal. Rainfall was extremely deficient over the major portion of the area.



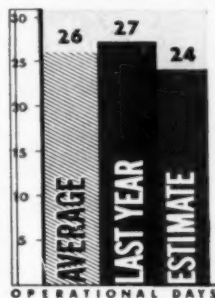
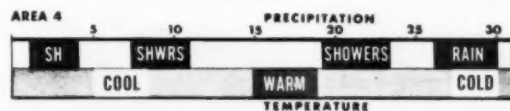
Less favorable than usual working weather is in prospect for Area 2 during September, 1954. Rainfall amounts will equal or exceed the long-term average with southern Illinois and Missouri likely to experience the heaviest amounts. As in Area 1, September temperatures will be below normal chiefly as a result of two rather important cold spells. Restrictions to outdoor construction operations will be mostly confined to the storm intervals. In spite of the relatively dry weather experienced last year in September, builders for Area 2 recorded several non-operational working days.

temperatures averaged near normal. Rainfall was extremely deficient over the major portion of the area.

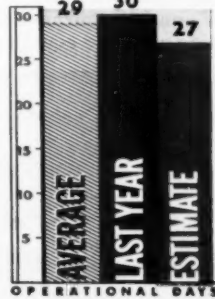


Near normal temperatures in Indiana and Michigan and slightly above normal temperatures in Ohio will assist Area 3 contractors to carry on construction work in September, 1954. However, the outlook also calls for above normal rainfall to occur. The net result, therefore, will be fewer operational days than the number normally recorded during September. Last year, September's weather was quite dry thus providing generally excellent working conditions on every day during

the month. Exceptionally hot weather occurring early in September, 1953, may have slowed outdoor construction activity during the afternoon hours.



Builders in Area 4 may expect the total number of operational days during September, 1954, to be less than normal. Restrictions to outdoor work will result from generally wet conditions as the entire area should record above normal rainfall totals. Accompanying this precipitation regime will be warmer than usual temperatures. Last year in September, these states experienced near normal average temperatures. In the Great Lakes area of New York, about normal rainfall amounts occurred. Elsewhere in Area 4, drier than normal conditions were observed, thus providing generally good operational weather.



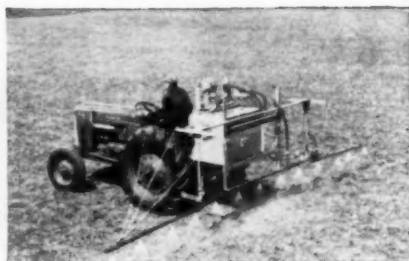
Warm and wet weather is in prospect for the New England States during the next thirty days. Thus, days suitable for carrying on extensive outdoor construction work will occur less frequently than is usual in September. A good period for operations will prevail shortly after mid-month when warmer than usual weather is expected. Last year in September, rainfall deficiencies were recorded nearly everywhere. Temperatures, however, averaged near normal for the

month, this in spite of the heat wave weather that was recorded in the first week of September, 1953.

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with everything!

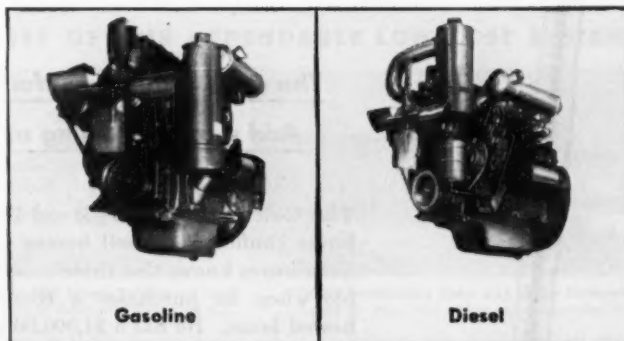


Here is the tractor you have been waiting for. A tractor with all the features you have wanted...all the features that make other tractors its size outdated! Waiting for diesel power? Super 55 has both diesel and gasoline. Want a tractor you can use anywhere, with any kind of attachment? Try the Super 55...its greater power, weight...its compact, maneuverable size...and its ability to take front-, rear- or side-mounted tools gives you versatility never before had in any tractor! Just look—

SIX FORWARD SPEEDS—with a new super low of 1½ miles per hour. Gives greater power at slow speeds, less chance of engine stall-out. Straight-through shift from first to reverse low—makes quick reversing easy.

See it, drive it, learn the facts!

Stop in at your Oliver Industrial Distributor. Look this new tractor over. Get behind the controls and give it a try. You'll like the profit-making features of this high-performance, powerful Oliver Super 55. See it today!



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Diesel

Most powerful tractor of its type!

Not only the most powerful, but a huskier, heavier tractor and the *only one* to offer a choice of diesel or gasoline power. Two modern, low-friction, 4-cylinder engines designed to keep your costs at an absolute minimum. Now you can pick the power that fits your needs the best and cuts your costs the most!

LOW AND COMPACT—only 4½ feet high. Built low to the ground for stability, yet has a 21-inch axle clearance. 6-foot wheel base makes tight turns easy in close quarters.

BUILT-IN HYDRAULIC SYSTEM—internal control for 3-point hitch equipment. External control for mounted equipment. Mounted and 3-point tools may be operated together or separately without closing either system.

DOUBLE-DISC BRAKES—give four times the braking surface, yet require half the foot pressure of band brakes. Sure, safe, positive braking forward or back.

EASY STEERING—recirculating ball-type steering mechanism reduces operator fatigue. Makes steering in soft ground tight and maneuvering much easier.

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Please send free illustrated catalog on the new Super 55 Tractor.

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Name.....
(Please Print)

Company.....

Address.....

City.....Zone.....State.....



\$1,000⁰⁰ Coleman Blend-Air heated

The only heating comfort guarantee your customers can find.

Add summer cooling at any time without costly alteration

The Coleman Comfort Bond builds buyer confidence to sell homes faster. Your buyer knows that there is no gamble when he purchases a Blend-Air heated home. He has a \$1,000.00 guarantee that means "warm home" to him—in every room.

Magic Blenders are the source of Coleman's unusually good results. They deliver greater circulation control, prevent heat from packing uselessly at the ceiling while floors freeze. Every cubic

foot of air is constantly circulated and evenly heated to provide uniform comfort—in every room.

The coupon below, or a post card mailed to us today, will bring you detailed information on Blend-Air costs—for heating or for year-round air conditioning. You'll find this system ideal for low-cost specification housing where quick sales are necessary for profit in building. The Coleman Company, Inc., Dept. 750-1-AB, Wichita 1, Kansas.



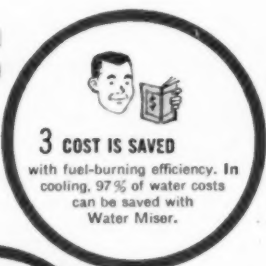
**NO OTHER SYSTEM
OFFERS YOU AND
THE OWNER ALL
THESE ADVANTAGES**



1 INSTALLATION FASTER
with 3½-inch air tubes prefabricated to fit any construction. A complete package.



2 SPACE IS SAVED
with compact furnace taking as little as 6 square feet of floor space. Cooling equipment fits alongside, snugly.



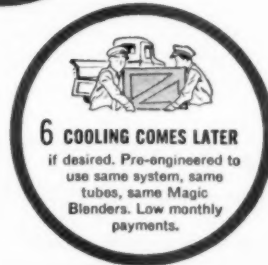
3 COST IS SAVED
with fuel-burning efficiency. In cooling, 97% of water costs can be saved with Water Miser.



5 OPERATION IS AUTOMATIC
Over-all temperature control by thermostat with control in each room independently.



4 TWICE SUMMER COMFORT
with twice the moisture wrung from hot, wet air by super-cooling beforehand—a Coleman development.



6 COOLING COMES LATER
if desired. Pre-engineered to use same system, same tubes, same Magic Blenders. Low monthly payments.

COMFORT COSTS SO LITTLE WITH

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Blend-Air

CENTRAL HEATING AND

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Comfort Bond gives your homes a selling edge

OWNERS AND BUILDERS SING THE PRAISES OF THIS DEPENDABLE LOW-COST SYSTEM



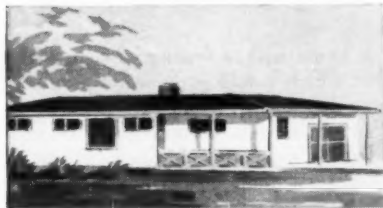
"Far above our expectations—We are very much pleased . . . our home could not be more comfortably heated."
Robert Gasson, Owner, Woodland, Calif.



"Satisfaction to our house buyers—I have installed about forty of these units during the past two years."
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"More reasonable than any other furnace—gives an even heat and is very economical to operate."
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"As a contractor I am more than pleased—an excellent heating system . . . one of the most economical to install."
Edward L. Bolding, Contractor, Tampa, Fla.



"Even heat distribution in every room—when the warm air floods my home in the early morning, I know I have the 'modern' heating system."
Milton J. Gale, Owner, Keyport, N. J.



"We install Blend-Air exclusively—in all our ranch type homes. We strive to give the utmost in value in a low-priced home."
Lewis Cook, Paradise Homes, Inc., Builder, Mahopac, N. Y.



the Magic Blender
does the job better

In winter it blends room air with freshly heated furnace air to maintain constant comfort. In summer it blends and recirculates cool air the same way, providing dry mountain-air coolness.

OIL GAS LP-GAS

EQUIPMENT A.C.A. APPROVED
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AIR CONDITIONING SYSTEM

SEPTEMBER 1954

THE COLEMAN COMPANY, INC. Dept. 750-1-AB
Wichita 1, Kansas

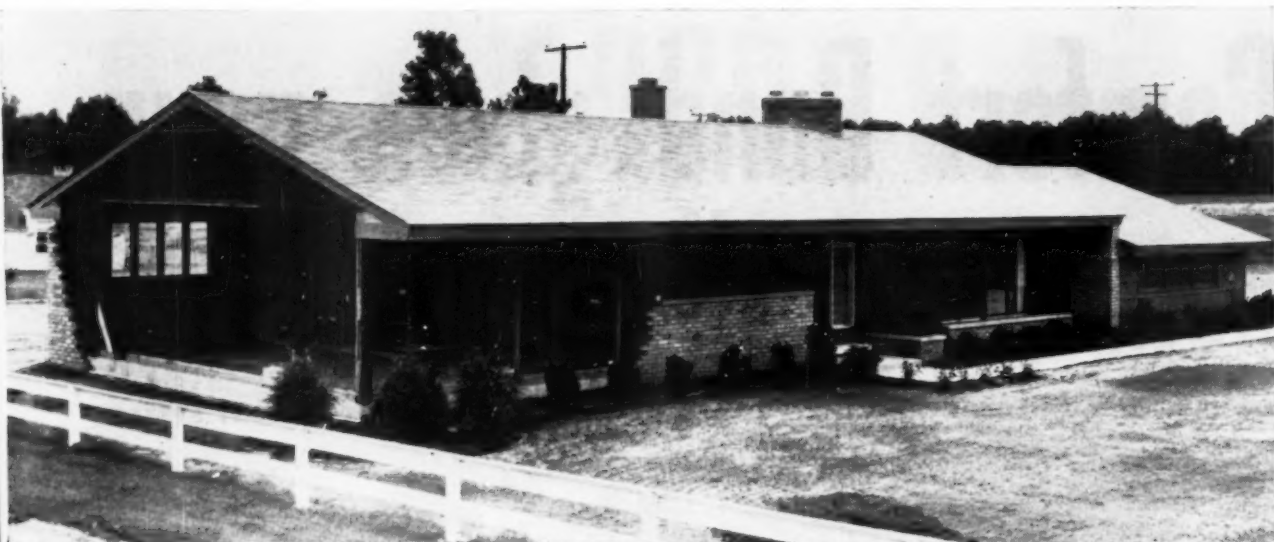
Please send me all the facts on the Coleman Blend-Air heating and air conditioning system.

Name

Firm

Street

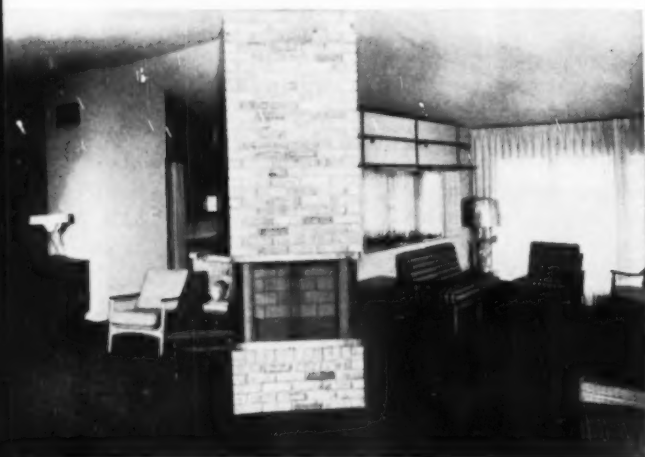
City Zone State



Bedroom area is left in various stages of completion to show various materials and construction methods

space with minimum upkeep is goal of cutaway model

Birmingham, Mich.—



Three-way fireplace juts out at an angle to form an effective divider while actually accentuating the feeling of open planning. Vaulted ceiling is made possible by scissors truss

Brick planter extends from front porch through plate glass window into living. Planter dividing living and dining areas has cupboards built-in underneath

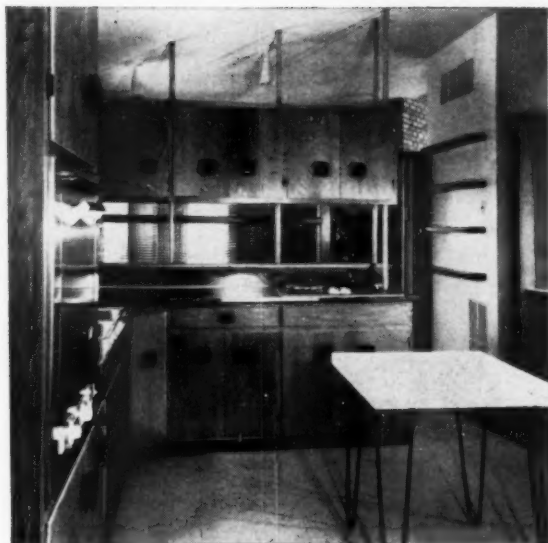
Creation of a home with a feeling of luxurious spaciousness, but which would provide for a minimum of care was the objective John D. Harrison & Company had in mind when designing the Brentwood, newest model in its Bloomfield Farms subdivision at Birmingham, Michigan, near Detroit.

The house does double duty, since the bedroom end has been left in various stages of construction. Materials and methods are labeled to educate and acquaint the public with what goes into the construction. This is the fourth year in succession that Harrison prepared a cutaway model for National Home Week. He built it well ahead of time this year to permit a longer display before arrival of cold weather.

Hand-rubbed redwood is used extensively: from a 27-foot-long paneled wall to kitchen and bathroom cabinets and glass partition frames.

To create the indoor-outdoor living pattern, large glass areas with Andersen Windowalls are in the living-play zone, a brick planter extends from front porch through plate glass into the living room and





Upper cabinets have access from both sides

for National Home Week

another planter, with built-in cupboards underneath, divides living and dining rooms.

Use of scissors trusses prefabricated by Timber Engineering Company permit vaulted ceilings throughout, except in two bathrooms and hall, while retaining attic space for insulation purposes. Roof pitch is 4 in 12; insulated ceiling, 2 in 12.

Kitchen includes Frigidaire gold-colored washer, dryer and refrigerator; Lectro-Host built-in oven and surface unit range; mobile maple chopping block and Youngstown garbage disposer. Waist-high partition, with cupboards having access from both sides suspended above, separates kitchen from breakfast nook with built-in Formica-topped table and chairs. Fluted glass partition 6 feet 9 inches high and Modernfold door separate this eating space from main dining room.

Twin vanities backed by a 20 square foot mirror and surrounded by redwood cabinets are featured in the inside main bathroom. Obscure fluted glass divides this space from adjoining lavatory, permits ample light from window to pass through.

Heating is a forced hot air perimeter system, with heat forced down through plenum into six 3-inch sewer crocks which extend out like wheel spokes and then into a similar crock around the house perimeter. "Island" furnace room used serves three purposes: it can be placed in almost exact center of house for more efficiency; it helps separate living, dining and kitchen areas, and can be insulated economically for soundproofing. Oversize garage has Masonite Pegboard for tools.

The house contains 1,711 square feet, plus garage. Price of \$41,300 includes storms and screens, choice of lot slightly under one-half acre.



—Warwick, R. I.

split-level design

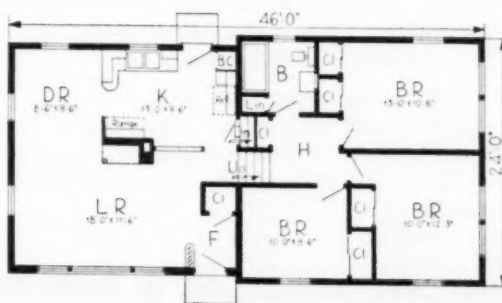
which found favor

in lower New England

Split-levels have entered the moderate-price field in lower New England, one of them being this basic model in the Pilgrim Park, Warwick, Rhode Island, development of Kelly & Picerne, Inc., builders of Cranston, Rhode Island.

Lowest of the three levels provides space for a 22-foot plastered garage, plus large recreation room and lavatory. Ceramic-tiled kitchen is large enough for dining space, in addition to regular dining area, L-shaped off the living room.

Heating system is Arco forced hot water and American-Standard colored plumbing fixtures are used in ceramic-tiled bathroom. The house has adequate wiring, using General Electric remote control system.



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By joining your local Association of home builders, you share the technical ability of scores of other local builders, thousands of other builders located around the country, and the assistance of NAHB's Technical Services Department.

Membership is of two categories: *Builder* and *Associate*. The latter consists of representatives of interests allied with building, such as mortgage bankers, materials dealers, architects, sub-contractors, etc.

Association dues pay for skilled non-profit partners in your business. The group becomes a clearing house for group insurance, bonded builder programs, public relations programs. It speaks for you at City Hall, at the County Courthouse, at FHA and VA offices. Dues are deductible as business expenses at income tax time (as are travelling expenses to and from annual NAHB Conventions).

To avoid flying solo, join your local HBA (this automatically makes you a member of the National Association). If none has been formed for your area, write to the Membership Department for complete details.

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1028 Connecticut Avenue, N.W., Washington 6, D.C.

WHAT'S NAHB? An aggressive group of more than 29,000 home builders, contractors and sub-contractors, material suppliers, mortgage lenders, realtors, architects, building material manufacturers, all dedicated to a strong industry, free from unnecessary controls. Organized on national, state and community levels, it provides an effective means of voicing collective opinions on local and national matters. *Through membership in your local Association, you automatically become a member of the National group.*

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NAHB provides these information services:

- *Washington Letter*—keeps NAHB members posted on trends that will influence operations; issued about three times monthly in concise, factual form.
- *Correlator*—monthly publication for members only, packed with Association news and information.
- *Housing . . . U. S. A.*—NAHB and Simmons-Boardman Publishing Co., publishers of American Builder magazine, combined forces to produce this interesting, informative, profusely illustrated volume on the merchant builder and the housing industry.
- *Special Bulletins* on new developments issued as circumstances warrant.
- *Technical Services Department* conducts continuing research to "build a better house with less money and fewer headaches", examines new materials, construction techniques, land-planning methods. The Trade Secrets House was a product of this service available only to NAHB members.



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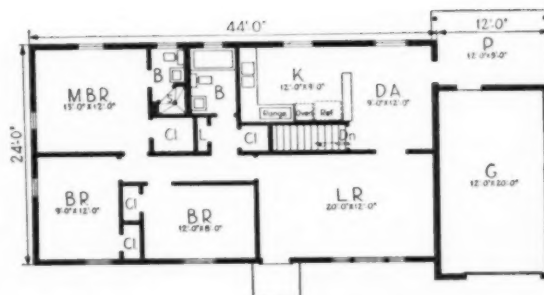
Aerial view of section of 428-home Western Hills subdivision, showing modern design in land planning. Model home at right represents one of 16 floor plans reproduced in Greater Kansas City by the builders



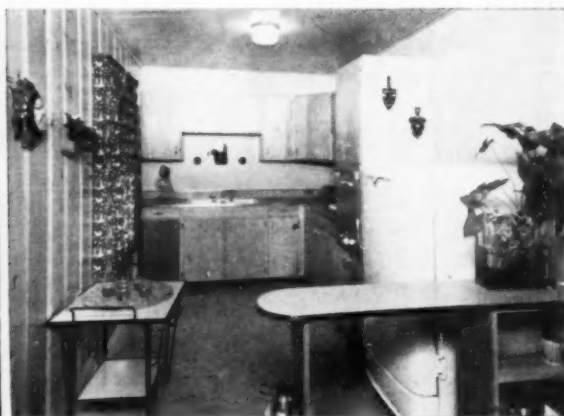
tract house which expresses Kansas City trend

Since it believes the trend in Kansas City is definitely toward three and four bedrooms, two baths, full basements and separate dining rooms, the James H. Stanton Construction Company recently offered this new model in its Western Hills subdivision for \$15,000. Price includes 70-foot lot valued at \$1,700, brick front, built-in Thermador range and oven. About 85 per cent of buyers are veterans using a GI 95 per cent loan for 25 years. Approximately 10 per cent of the buyers were repeaters who had two or three-bedroom, one-bath units.

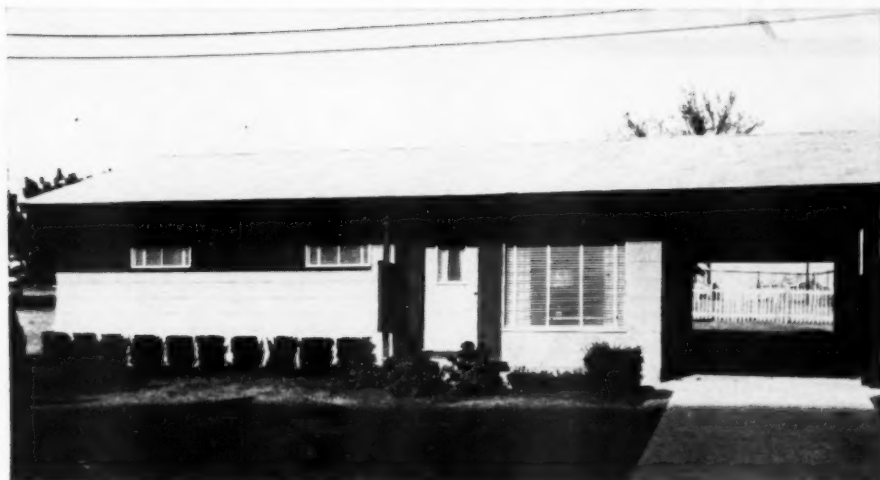
The model has poured concrete foundation, 2x10 floor joists, select oak floor over 1/2-inch plywood subfloor, Fiberglas insulation in ceiling and walls, truss roof. Sheetrock on exterior walls and ceilings has foil backing; exterior sheathing is 3/8-inch plywood covered with 15-pound felt and double course machine shake shingles; covered porch is located behind attached garage.



Hall of bedroom wing lines up with long living room wall to present sweeping view across house



Work area of "country" kitchen. With dining section (not shown), room is 21 feet long and L-shaped

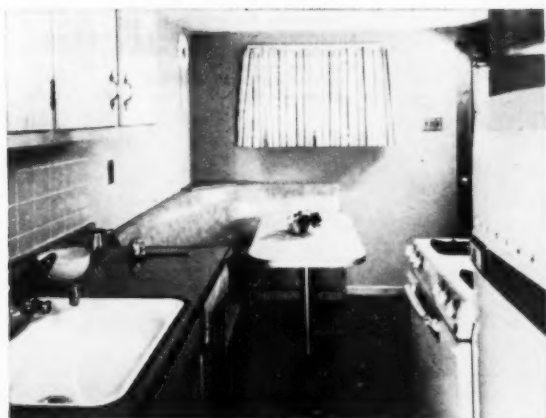


—St. Louis, Mo.

New model is conventionally built, though wall panels, trusses and other sections are precision-made in jigs by Wilson Homes, Inc.



Basic house is varied by addition of several styles of carports or garage and breezeway, also numerous changes in roof and gable-end design



Built-in breakfast nook is feature of kitchen. Stairway to basement separates kitchen from main dining area

change to contemporary brought boost in sales

When Glasgow Village, the 1,600-unit complete community in suburban St. Louis, reached the halfway mark this year, the so-called conventional look was dropped in favor of this new model, a more contemporary design. To the surprise of the Glasgow Village Development Corporation, announcement of the change caused the loss of numerous advance deposits, according to C. T. Wilson, president, but the picture soon reversed when the new model could be seen and sales have been 100 to 200 units ahead of construction ever since.

A specialty of the house is an air conditioning system of the builder's own design, using a coil and a compressor unit supplied by Hotpoint. A 12- to 14-degree temperature differential was maintained in the display house while people were continually going in and out. The system also provides for dehumidification of the basement.

The homes are built on reinforced poured concrete foundations, have exteriors combining redwood, fir siding and asbestos-cement shingles, roofs using bench-made trusses. By July 1, 800 units were completed, 100 nearing completion and another 200 under way. Two schools, a church and shopping center are also under construction. The first of 300 to 400 apartment units are to be started later this year.

BRAND NAME PRODUCTS USED

Armstrong linoleum	Gold Bond, Johns-Manville and Ruberoid asbestos shingles
Bianco built-in breakfast nook	Hotpoint compressor unit
Bird, Johns-Manville and Ruberoid roofing shingles	Lennox furnace
Clearview jalousie units	Mengel birch doors
Cupples aluminum windows	National Gypsum drywall
Delmar birch kitchen cabinets	NuTone exhaust fan
Dishmaster sink unit	Upson sheathing
Drywall Trim metal trim	Waste King Pulverator

LIFT-OUT APPEAL



Builders agree that *only* the homes with *extra* appeal are selling in today's competitive market.

R-O-W windows lift out for easy washing or painting *inside* the house. The concealed springs which permit sash removal also insure pressure-snug closure during all kinds of weather.

AUTHORIZED R-O-W DISTRIBUTORS:

CONNECTICUT
GENERAL WOODCRAFT COMPANY, INC.
North Bergen, New Jersey and Lowell, Mass.

DISTRICT OF COLUMBIA
DEALERS WAREHOUSE SUPPLY CO., INC.
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V. E. ANDERSON MFG. CO., INC.
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R-O-W WINDOW COMPANY
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Merrill, Wisconsin

KANSAS
MARTIN MATERIAL COMPANY
Kansas City, Missouri

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GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts

MARYLAND
DEALERS WAREHOUSE SUPPLY CO., INC.
Baltimore, Maryland

MASSACHUSETTS
GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts and Schenectady, N. Y.

MICHIGAN
FLINT SASH & DOOR CO., INC.
Flint, Saginaw, Michigan
PORTER-HADLEY COMPANY
Grand Rapids, Michigan
ROYAL OAK WHOLESALE COMPANY
Royal Oak, Michigan

MINNESOTA
ANDREW A. KINDEM & SONS, INC.
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MISSOURI
IMSE-SCHILLING SASH & DOOR CO.
St. Louis, Missouri
MARTIN MATERIAL COMPANY
Kansas City, Missouri

See your local lumber dealer or write

R-O-W. SALES CO. 1338-66 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

R-O-W is the registered trade mark of the R-O-W. Sales Co.

CLOSES THE DEAL

AUTHORIZED R-O-W DISTRIBUTORS:

NEBRASKA

THE SOTHMAN COMPANY
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NEW HAMPSHIRE

GENERAL WOODCRAFT COMPANY, INC.
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North Bergen, New Jersey
R-O-W DISTRIBUTORS
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GENERAL WOODCRAFT COMPANY, INC.
North Bergen, New Jersey and Schenectady, N.Y.
A. ROBERSON & SON, INC.
Binghamton, New York
THE WHITMER-JACKSON CO., INC.
Buffalo, Rochester, New York

NORTH DAKOTA

JACK R. KINNARD & COMPANY
Minot, North Dakota

OHIO

FABROW MFG., INC.
Toledo, Ohio
THE MAHONEY SASH & DOOR COMPANY
Canton, Youngstown, Ohio
R-O-W WHOLESALE DISTRIBUTORS, INC.
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Pittsburgh, Pennsylvania
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Rocky Mount, Virginia
A. ROBERSON & SON, INC.
Binghamton, New York

RHODE ISLAND

GENERAL WOODCRAFT COMPANY, INC.
Lowell, Massachusetts

SOUTH DAKOTA

WATERTOWN SASH & DOOR COMPANY
Watertown, South Dakota

VERMONT

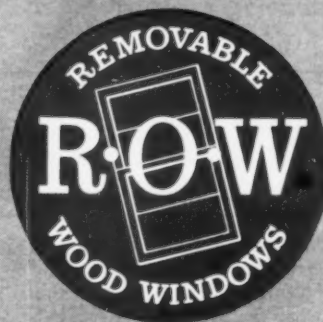
GENERAL WOODCRAFT COMPANY, INC.
Schenectady, New York

WISCONSIN

WISCONSIN WINDOW UNIT COMPANY
Merrill, Wisconsin

CANADA

D. PORTER & SON
Stellarton, Nova Scotia, Canada
BELTON LUMBER COMPANY
Sarnia, Ontario, Canada
OSHAWA BOX & LUMBER, LTD.
Oshawa, Ontario, Canada



Construction features which close the deal are easily demonstrated—clearly representing extra value.

In spite of superior milling and styling—in spite of the trouble-free, exclusive mechanism—R-O-W windows usually cost less than other quality wood windows WITHOUT the removable feature.

See your local lumber dealer or write

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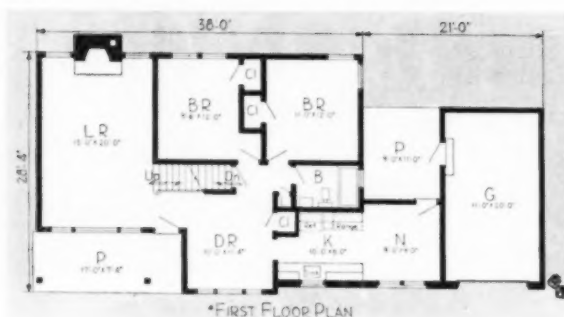
Space normally used as breezeway is utilized as dinette in front, covered porch in rear

Huntington, N. Y.—

7½-room Cape Codder competes with split-levels

This new Cape Cod model has been successfully introduced by Keen Homes, Inc. (Emil M. Keen) in Huntington, Long Island, heart of an intensely concentrated area of split-level houses. Priced at \$19,950 with half-acre lot, it contains four bedrooms, two baths, dinette in addition to separate dining room, garage, full basement and fireplace.

Designed by Karl Bloch, professional engineer, the frame house rests on a 10-inch poured concrete foundation, has a 2-inch blanket of insulation in walls and 4 inches in ceiling, double-hung windows, flush doors, Sheetrock walls and ceilings.



BRAND NAME PRODUCTS USED

Baldwin-Hill insulation
Briggs bathroom fixtures
Federal oil-fired furnace
Fermica sinktop
Governelli convectors
Helpoint range

Kinnear garage door
Monitor kitchen cabinets
NuTone exhaust fan
Schlage hardware
Shakertown cedar shingles
Stormproof asphalt shingles





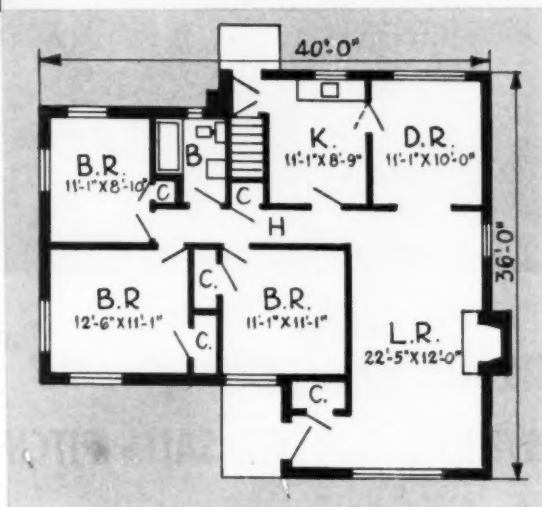
—McCandless Township, Pa.

popular ranch plan in Pittsburgh suburb

After building more than 900 houses in McCandless Township, Pa., north of Pittsburgh, Brown & Vaughn Construction Company has selected this plan as one of its biggest sellers. Known as "The Ranch," it is priced at \$17,250 with 75x140 lot sodded and shrubbed.

Exterior finish is stone and cedar shingles on the front, brick on sides. Windows are Fenestra steel casements with marble sills. Roof has a heavy grade asphalt shingle, 325-pound.

The developer gives buyers a choice of 20 colors for interior decorating, six colors for fixtures in the ceramic tiled bathroom, five patterns for Formica sinktops.



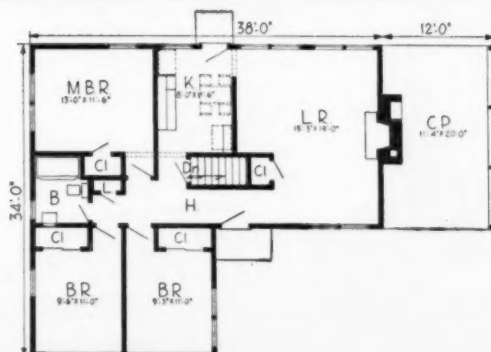
Maryland factory-built units offer flexible plan



"The Laurel" is one of 75 different precut and prefabricated models made by Prefabricators, Inc., at Annapolis Junction, Maryland, and distributed by Prefab Homes and Supplies, Inc., of Baltimore, under the name of Golden Key Homes.

Buyers can make changes found in 86 standard floor plans; increase or decrease the size of rooms by two, four or eight feet; add hallways and closets; install bay windows, picture windows or window walls; move porches.

The model shown here is sold for \$5,905 delivered to owner's lot in panel form. Masonry, erection, utilities and paint are not included in the price. All interior and exterior door jambs are fabricated and exterior doors are delivered already hung in the proper panels.





"IT'S ALL *Thermopane*[®]" POWERFUL 3-WORD SALES PITCH at Gerholz Community Homes...

With these three words, Gerholz salesmen are saying:

"You'll save on heating costs."

"You'll be more comfortable—winter and summer."

"You'll never have to bother with storm sash."

"You're making a wise investment—with these windows your property will always be more valuable."

Thermopane insulating glass is wanted more and more as home-buying prospects read about these benefits in the continuous L·O·F *Thermopane* advertising—as more and more home buyers hear their friends tell why they like *Thermopane*.

The recognized value of *Thermopane* is a power-



Gerholz Community Homes, Flint, Mich., feature *Thermopane* insulating glass in every window. Variety in window treatment is achieved by combinations of panel units. Yet only two standard sizes of *Thermopane* are required—one for fixed lights and one for ventilators. Standard sizes reduce both material and installation costs.

Architects: William K. Davis & Associates, Ann Arbor, Mich.

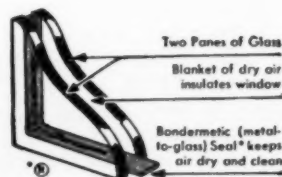
ful sales plus to have on your side. Many successful builders have proved that point. How long since you've had your L·O·F Glass Distributor or Dealer give you an estimate on *Thermopane* for your homes?

LIBBEY-OWENS-FORD GLASS COMPANY
608 Madison Ave., Toledo 3, Ohio



Thermopane

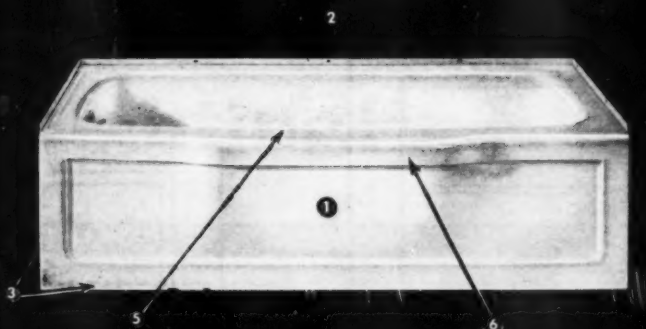
INSULATING GLASS





Ingersoll

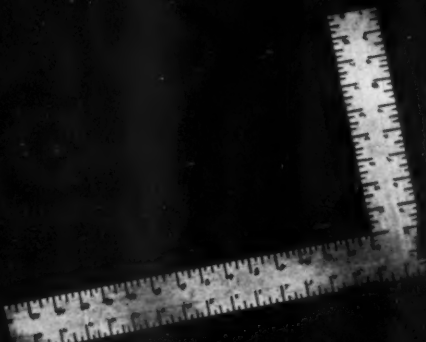
Bathtubs are sales makers!



- 1 ACID-RESISTING PORCELAIN finish is absolutely the finest. Fade-proof, it will not discolor due to light. Stain-proof, it is not effected by soap, bleaches or medicines. Ingersoll bathtubs are completely enameled . . . top and bottom.
- 2 HIGH TILING-IN FLANGE assures positive, permanent waterproof seal between tub and wall—pre-drilled for easy anchoring.
- 3 STRAIGHT BOTTOM AND ENDS eliminate special, expensive cutting of floor and wall tile.
- 4 PERMA-LEVEL FRAME allows bathtub to rest directly on subfloor, assures correct drainage—no hangers—no adjustments—no settling!
- 5 SAFETY SEAT provided on wide, flat tub rim affords more flexible usage—simplifies bathing children.
- 6 CONVENIENT HAND GRIP full length of tub permits safe entry and exit—ideal for oldsters and invalids.
- 7 LIGHT WEIGHT makes installation a quick, easy one-man job—reduces shipping costs along with storage and handling expense.
- 8 DIE-FORMED STEEL assures exact dimensions. Rough-ins never need altering—wall finishing meets tub rim accurately.
- 9 NEW, BEAUTIFUL DESIGN is perfect with either modern or traditional decoration. Smooth, classic lines give appearance of value far beyond cost.

Get all the sales making, profit making angles. Write to —

INGERSOLL PRODUCTS DIVISION • 310 S. Michigan Ave., Chicago 4
Borg-Warner Corporation

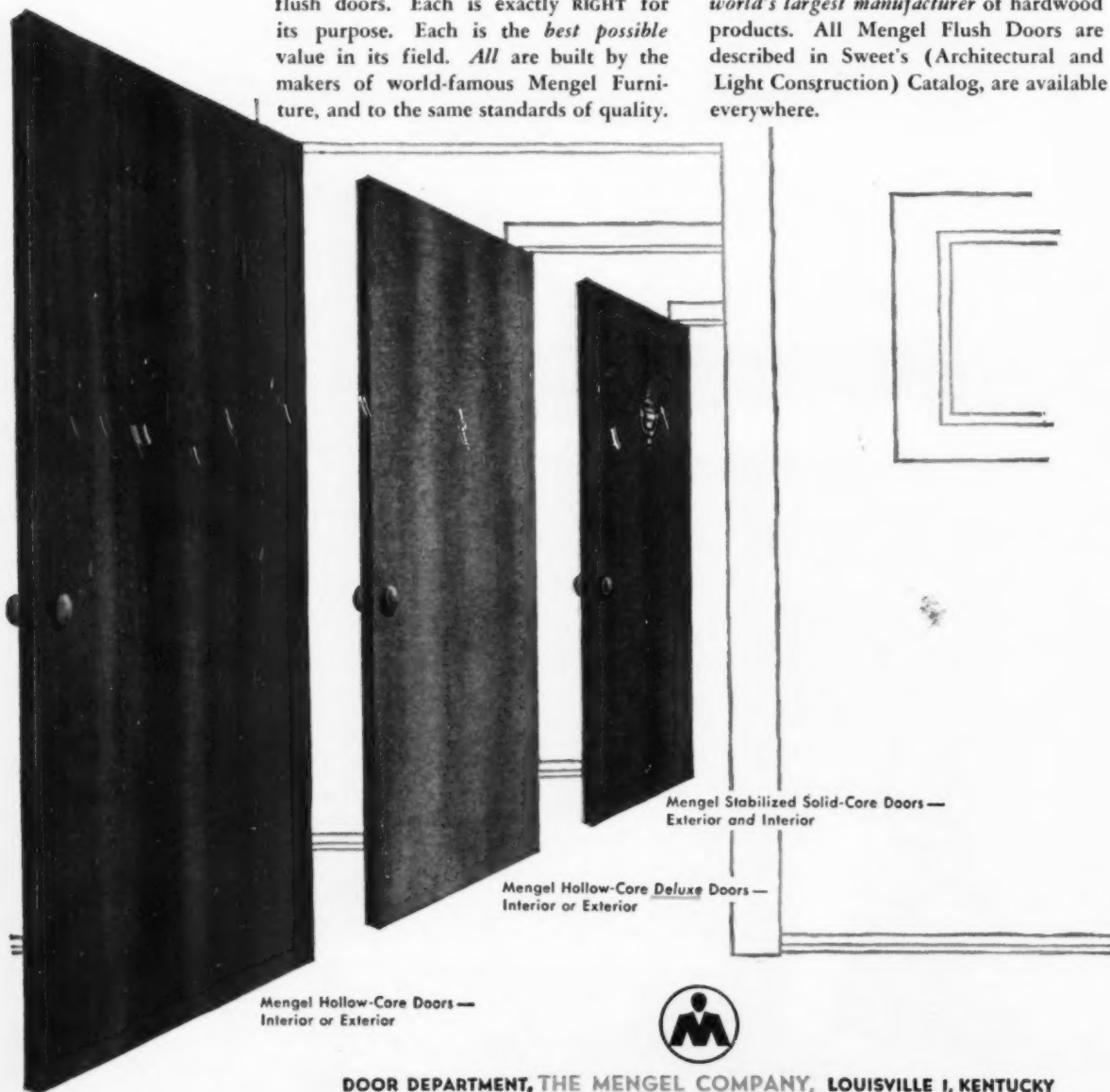


There is a fine
MENGEL FLUSH DOOR
FOR EVERY DOOR OPENING—
Palace or Project!

What is the RIGHT door for any particular job? Is it the BEST door you can buy, or the CHEAPEST, or *what?*

Mengel makes *three* distinct types of flush doors. Each is exactly RIGHT for its purpose. Each is the *best possible* value in its field. *All* are built by the makers of world-famous Mengel Furniture, and to the same standards of quality.

This MEANS SOMETHING to you, your clients and your customers—this, and the fact that every Mengel Door is guaranteed by all the resources of this company, the *world's largest manufacturer* of hardwood products. All Mengel Flush Doors are described in Sweet's (Architectural and Light Construction) Catalog, are available everywhere.



DOOR DEPARTMENT, THE MENGEL COMPANY, LOUISVILLE 1, KENTUCKY

AMERICAN BUILDER



wonderful

THINGS ARE HAPPENING IN

lighting!

WONDERFUL THINGS THAT HELP SELL YOUR HOMES FASTER



LIGHTOLIER

• JERSEY CITY 5, N. J.

PREFERRED BY ARCHITECTS, INTERIOR DESIGNERS AND ILLUMINATING ENGINEERS FOR 50 YEARS.

50

WONDERFUL NEW LIGHTING BY LIGHTOLIER

makes your customers see your homes in a new light

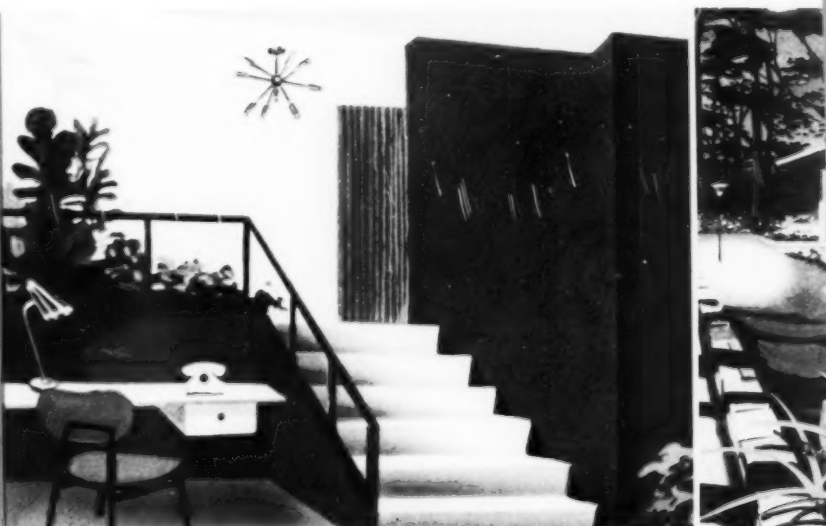
How do you make your homes different? With appliances? Unusual bathrooms? Breezeways? Expansion attics? Most of the new ideas of 1950 have become the old ideas of '54. But you can make your homes different in a new way today. How? With new ideas in lighting... with lighting fixtures that may cost a few dollars more (but not more than a sensible budget permits) yet make all the difference. Good lighting... Lightolier lighting... is visible proof of quality

in your homes. Good lighting is the only evident decoration in an empty home: Good lighting... today's wonderful new lighting... is excitingly different. Good lighting is a powerful booster for evening sales. And... when a woman sees the Lightolier name she recognizes a national brand pre-sold in leading magazines, featured in leading stores. Picture the lighting on these pages in your homes. Then picture the sales impact on your customers.

THE FIXTURE THAT MOVES ON THE CEILING MAKES YOUR HOUSES MOVE

COVER

Nearly everybody has an expansion dining table today. And Lightolier designs fixtures that glide along the ceiling to follow that table. They raise and lower, too. Imagine the impact of this special feature when you sell your homes!



UNUSUAL LIGHTING MAKES A FAVORABLE FIRST IMPRESSION

In a split-level hallway, the favorable first impression is enhanced with unusual lighting. This spectacular "pin-cushion" is a genuine eye-catcher. And it helps the sale even more if you say: "Of course, it's a Lightolier."



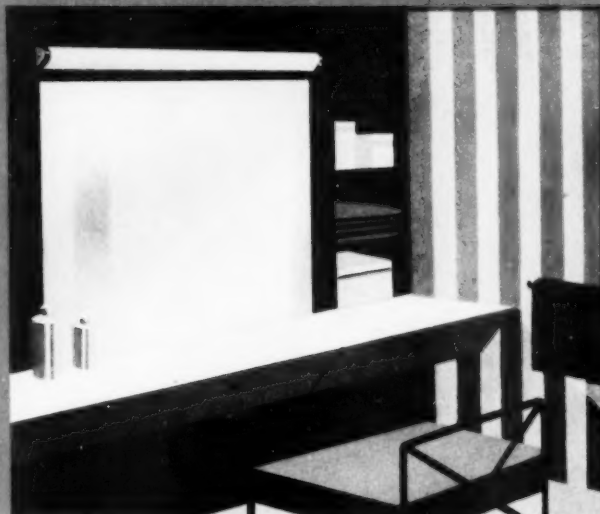
LIGHTOLIER

• JERSEY CITY 5, N. J.



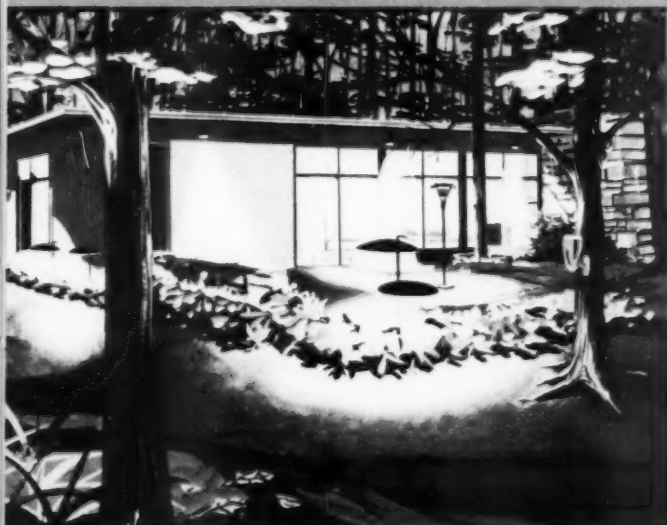
LIGHTOLIER LIGHTING GIVES YOUR KITCHENS A LIFT

You spend hundreds of dollars on kitchen equipment. A few dollars more for Lightoliers will do a superb lighting job . . . make the appliances truly look their worth . . . join the name of Lightolier to the other famous brands you use.



BATHROOM LIGHTING WITH A BUILT-IN LOOK

The bath with a built-in look is big news in home building. So is lighting with a built-in, quality look. That's what you'll get—true quality, high fashion styling—and true lighting efficiency with Lightolier wall and ceiling bathroom lighting.



LANDSCAPE LIGHTING DOUBLES YOUR SELLING TIME

You sell houses faster when you tell your customers: "This landscape lighting by Lightolier gives you a colorful vista through your picture window at night. The garden is part of your living room night and day." And night-time, when it's easiest to get husband and wife together, becomes selling time for you.



DECORATIVE RECESSED LIGHTING FOR EVERY PURPOSE

Lightolier makes a new kind of decorative recessed lighting fixture for every room . . . fixtures with a high-fashion look combined with all the efficiency of quality recessed fixtures. "Stoppers" like these make shoppers remember your homes.



Lightolier's

"WONDERFUL THINGS IN LIGHTING"

PAY OFF IN QUICKER SALES...

SAYS CARL METZ, NOTED

PHILADELPHIA BUILDER

Two settings from one of Mr. Metz's homes show his successful utilization of unique Lightolier fixtures.

"In recent years," says Carl Metz, "I've been equipping all of my homes with Lightolier fixtures. It costs a few dollars more... but what a difference in quality and sales appeal! My customers know Lightolier. They've been seeing that name in leading national magazines for years. Many of them own Lightolier lamps or fixtures. And when my representatives add the name of Lightolier to the other brand names I use, sales close fast."

There's no substitute for consumer confidence and Lightolier has it! Ask your electrical contractor today to show you the new Lightolier 50th Anniversary Catalog and the new brochure called "Wonderful Things Are Happening In Lighting." The first presents America's finest, best-known lighting collection. The second is packed—really packed—with wonderful lighting and decorating ideas that will help you with your problems. Or fill out the coupon below for your personal copy.



LIGHTOLIER • JERSEY CITY 5, N. J.

Gentlemen:

Please send me, free, your new booklet "Wonderful Things Are Happening In Lighting." I want to see all the wonderful new lighting ideas which it presents.

NAME _____

COMPANY NAME _____

ADDRESS _____

LIGHTOLIER

• JERSEY CITY 5, N. J.

Preferred by Architects, Interior Designers
and Illuminating Engineers for fifty years.

50

NOW

"Century" NU-GRAIN

SIDING IS

SILICONE-TREATED

**the most weather-resistant, dirt-resistant
asbestos-cement siding ever offered by K&M!**

The water resistance of the Siliconed surface of "Century" NU-GRAIN Shingles seems unbelievable. It causes water to "ball up" instantly and roll right off. Tests have shown its astounding resistance to sunlight, industrial fumes, ice and snow and below freezing temperatures.

Silicones are an invisible agent which cannot dissolve in water. They penetrate deeply and leave no surface film to peel off or wear away. Water-borne dirt, which can cause streaks under window sills and around other trim does not readily gain a foothold to mar the natural beauty of the shingles.

"Century" NU-GRAIN Shingles are as permanent as stone itself. They will not burn, rot or corrode and never need paint for protection. The distinctive NU-GRAIN shades—green, brown, gray and white-tone—and the realistic wood-grain pattern are designed for a lifetime.

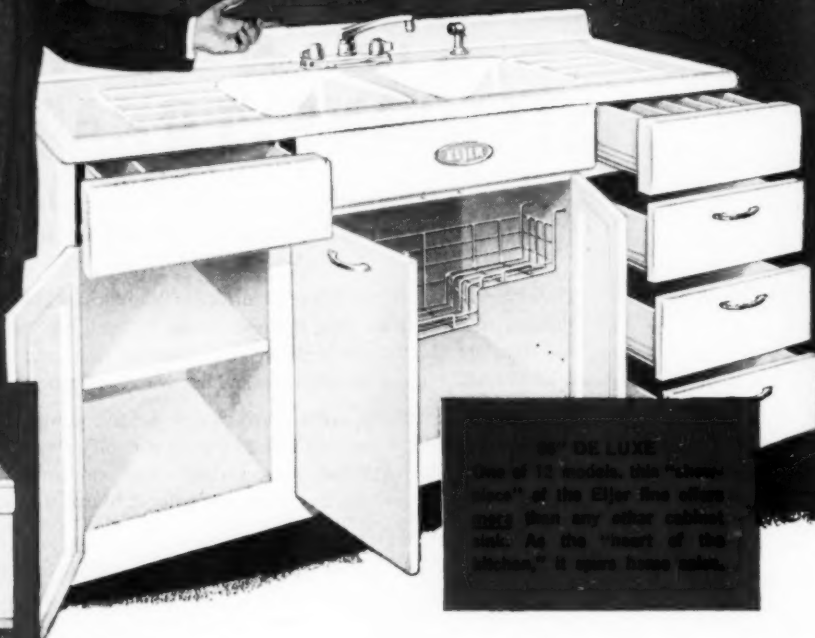
"Century" Shingles are sold by more than 700 distributors. Ask the K&M distributor near you about new Silicone-treated "Century" siding or write to us for complete information.

There are eight "Century" Shingles now Silicone-treated. In style # 58: (straight butt line) NU-GRAIN gray, brown, whitetone, red, sepia and green (illustrated); also Shell White with cypress graining. In style # 57: Shell White with cypress graining and wavy butt line.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA
America's first maker of asbestos-cement shingles



Homes sell faster with **ELJER** Steel Cabinet Sinks



36" DE LUXE
One of 12 models, this "large-size" of the Eljer line offers more than any other cabinet sink. As the "heart of the kitchen," it opens home sales.

Now! A quality builders' line from a quality plumbing firm!

No matter what make or kind of cabinet sinks you now install in your homes, you'll find the new Eljer line offers extra profit advantages.

Here's why:

- 1 It is a complete line of many styles and sizes, each packed with exclusive features to help home sales.
- 2 Pricing is *right*. Quality the best.
- 3 You can now get *all* plumbing features from a single source that you know and trust.
- 4 Rugged, integral base construction means money saved on installation time.

You will find that Eljer has designed and built these new steel cabinet sinks to *true plumbing standards*. That means immediate customer appeal and long-term customer satisfaction.

The Eljer distributor in your area invites you to inspect these new steel cabinet sinks, and carefully check their special advantages. Call him or write for details to Eljer Co., Box 192, Ford City, Pa.

THE ONLY NAME YOU NEED TO KNOW
IN PLUMBING FIXTURES

ELJER

A SUBSIDIARY OF THE **MURRAY** CORPORATION OF AMERICA



36" SINK AND TRAY COMBINATION

news

ON THE NATIONAL FRONT

'Most Liberal' Housing Act Signed

President Says It Will Stimulate the Economy

President Eisenhower signed the long-awaited housing bill August 2 and eight days later Commissioner Norman P. Mason of the Federal Housing Administration issued the first in a new series of regulations to operate a program anticipating greatly expanded home ownership.

There was general agreement that this was the most liberal housing measure ever enacted by Congress. Coupled with a noticeable easing of housing credit and a steady rise in housing starts and dollar volume recently, this was seen as a go-ahead signal to make 1954 the most productive year since the high of 1950.

In signing the bill, the President declared it would raise housing standards, help communities eliminate slums and strengthen the mortgage credit system. "In coming years," he added, "it will also strongly stimulate the nation's construction industry and our country's entire economy."

Administrator Albert M. Cole of the Housing and Home Finance Agency said it will mean "more and better homes for more American families and will mark the turning point in the battle of our cities against slums and blight."

The act offers "the best housing opportunity for home buyers in the past 20 years," in the opinion of R. G. "Dick" Hughes, president of the National Association of Home Builders. "This bill helps particularly those millions of families in middle or low income brackets who make up the great bulk of the mass market and whose housing needs are most acute."

Said Ronald J. Chinnock, president of the National Association of Real Estate Boards: "It extends greater possibilities to American families to earn their way to better housing and more home ownership."

Highlights of the Housing Act of 1954 will be found on page 40, as well as a useful table of the lowered down payments and higher mortgages it makes possible for new or existing housing.



Harris & Ewing

President Eisenhower signing the new housing program into law at White House August 2. Seated beside him are Senator Homer E. Capehart, Indiana (left), and Speaker of the House Joseph Martin, Massachusetts. Left to right standing: Representative Jesse P. Wolcott, Michigan; Charles E. Schlusser, Public Housing Commissioner; Senator John Bricker, Ohio; Representative Ralph Gamble, New York; James W. Follin, Slum Clearance and Urban Redevelopment Director; Administrator Albert M. Cole of the Housing and Home Finance Agency

Lu-Re-Co Units in Dealer Show Will Be Televised Nationally

Plans are being arranged by the National Broadcasting Company to televise on its national network parts of the Lu-Re-Co home demonstrations at the first National Retail Lumber Dealers Exposition and Forum, according to an announcement by Ray A. Schaub, general chairman of NRLDA's exposition committee.

Several incentives for both dealers and the public are expected to attract an attendance of 250,000 persons at New York City's Kingsbridge Armory October 2-10. NBC will telecast its daily "Home" program from the exposition, with plans to show 12 rooms which will constitute the "home of 1955" and some product exhibits, as well as the Lu-Re-Co units.

One of the units will be completed on opening day, while two others will be erected during the course of

the exposition, showing how the whole exterior of a three-bedroom house can be put under roof by a few carpenters in less than a day.

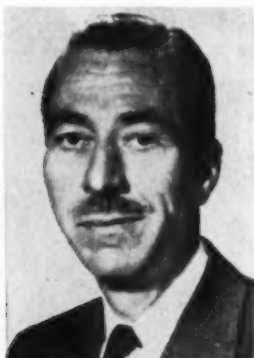
Other features of special interest to dealers will be a daily materials handling demonstration, operation of a model retail store and panel discussions or talks on nearly every variety of material which enters a lumber yard.

Phil Creden, exposition chairman, reports that advance registration promises a dealer attendance far beyond expectations. Special trains have been scheduled, he said, from Texas, California and the Northwest.

Theme of the exposition, aimed at the public, is: "If you are going to build anything, see your local lumber dealer first." Grover McDonald of Chicago is directing the show.

C. B. Sweet to Direct FHA Home Repair Program

Cyrus B. Sweet, Fresno, California, lumber dealer, has been named director of the Federal Housing Administration's home modernization and repair program by Commissioner Norman P. Mason. He was also ap-



Cyrus B. Sweet

pointed to head a special committee to rule on eligibility of items for modernization and repair loans.

Until last year, Sweet had been associated with the Longbell Lumber Company of Kansas City for 30 years. Like Mason, he is a former president of the National Retail Lumber Dealers Association.

Major Provisions of the Housing Act

Sales Housing: Permits mortgage of up to 95 per cent of first \$9,000 of FHA appraised value (90 per cent if existing construction), plus 75 per cent of remaining valuation. Maximum loan is \$20,000; term, 30 years. President has discretionary authority to raise \$9,000 limit to \$10,000.

Home Repair and Improvement Loans: Continues present \$2,500 limit, three-year maturity (\$10,000, seven years for multiple dwellings). Loans must improve basic livability or utility of property. Insurance covers 90 per cent of each loan instead

of lender's whole portfolio. New houses are not eligible until occupied six months.

Multi-Unit Rental Housing: Establishes limit of \$2,000 per room and \$7,200 per unit if less than four rooms; \$2,400 per room, \$7,500 per unit in elevator buildings.

Cooperative Housing: Sets \$25,000,000 maximum mortgage for project; loan limited to 90 per cent of appraised value (95 per cent loan if 65 per cent of participants are veterans).

Public Housing: Authorizes Federal Aid in construction of 35,000 units during fiscal year ending June 30, 1955.

Builder's Warranty: Requires builder or seller of house financed by insured mortgage to give warranty that structure was built in "substantial conformity" with plans and specifications approved by FHA or VA.

Open-End Mortgage: Authorizes FHA to insure advances on such mortgages to cover work substantially protecting or improving property livability or utility. Total cannot exceed original mortgage amount unless additional rooms or closed space is involved.

Anti-mortgaging-out, Provisions: Require rental housing builders to certify costs upon completion and to remit for reduction of mortgage any excess over maximum amount of mortgage approved by FHA.

Rechartering of FNMA: Continues agency's provision of secondary mortgage market, with plan for gradual transfer to private ownership under government supervision.



Harris & Ewing

With the President as an interested witness, Norman P. Mason (left) takes the oath of office as commissioner of the Federal Housing Administration in ceremony conducted by Frank Sanderson, White House administrative officer

NEW FORMULA FOR MAXIMUM FHA-INSURED MORTGAGES

New Construction		FHA		Existing Construction	
Down Pay't	Mortgage	Appraised Value	Down Pay't	Mortgage	
\$ 450	\$ 8,550	\$ 9,000	\$ 900	\$ 8,100	
600	8,900	9,500	1,050	8,450	
700	9,300	10,000	1,150	8,850	
850	9,650	10,500	1,300	9,200	
950	10,050	11,000	1,400	9,600	
1,100	10,400	11,500	1,550	9,950	
1,200	10,800	12,000	1,650	10,350	
1,350	11,150	12,500	1,800	10,700	
1,450	11,550	13,000	1,900	11,100	
1,600	11,900	13,500	2,050	11,450	
1,700	12,300	14,000	2,150	11,850	
1,850	12,650	14,500	2,300	12,200	
1,950	13,050	15,000	2,400	12,600	
2,100	13,400	15,500	2,550	12,950	
2,200	13,800	16,000	2,650	13,350	
2,350	14,150	16,500	2,800	13,700	
2,450	14,550	17,000	2,900	14,100	
2,600	14,900	17,500	3,050	14,450	
2,700	15,300	18,000	3,150	14,850	
2,850	15,650	18,500	3,300	15,200	
2,950	16,050	19,000	3,400	15,600	
3,100	16,400	19,500	3,550	15,950	
3,200	16,800	20,000	3,650	16,350	
3,350	17,150	20,500	3,800	16,700	
3,450	17,550	21,000	3,900	17,100	
3,600	17,900	21,500	4,050	17,450	
3,700	18,300	22,000	4,150	17,850	
3,850	18,650	22,500	4,300	18,200	
3,950	19,050	23,000	4,400	18,600	
4,100	19,400	23,500	4,550	18,950	
4,200	19,800	24,000	4,650	19,350	
4,300	20,000	24,300	—	—	
—	—	24,500	4,800	19,700	
—	—	25,000	5,000	20,000	

Prepared by Dime Savings Bank of Brooklyn, N. Y.

Frank Cortright Named To Builder Research Post

Frank W. Cortright, who early in 1953 ended an 11-year tenure as chief executive officer of the National Association of Home Builders, has been retained by Mullins Manufacturing Corporation, maker of Youngstown kitchens, as director of builder's research, according to C. D. Alderman, vice president in charge of sales.

Cortright has recently been building homes in the San Francisco area and will maintain headquarters in that city.



F. W. Cortright

'55 Lu-Re-Co Units Include 2-Story, Split-Level Models

Lu-Re-Co homes for 1955 will include large one-story, split-level and two-story houses to demonstrate the system's complete flexibility in construction and design, reports Raymond H. Harrell, research director of the Lumber Dealer's Research Council.

The new models have already been selected, Harrell said, and plans will be ready during the first quarter of the year. Presented by the Small Homes Council of the University of Illinois, which developed the wall panel framing system, the new designs were approved at a special committee meeting of the Research Council held last month in Chicago.

112,000 July Starts Push Housing Past 1953 Pace

Housing starts in July totaled 112,000, of which 109,000 represented private work, substantially exceeding the 96,700 figure for the same month last year, but 8,000 less than last June's high of 120,000.

The July spurt moved the year's cumulative total past that of 1953 for the first time this year, the seven-month figure being 683,500 compared to 678,100 last year. Seasonally adjusted annual rate in July was set by the Bureau of Labor Statistics at 1,144,000 starts, compared with a rate of 1,105,000 starts in July, 1953.



Conrad "Pat" Harness, during one of the rare moments he was standing still at the NAHB convention in Chicago last January

Dickerman's Column:

Main Objective of National Home Week Is to 'Sell' Ownership to Whole Public



John M. Dickerman, Executive Director, National Association of Home Builders of the United States

Alert home builders once again are demonstrating that merchandising is the key to today's housing market. Across the country this month, builders are celebrating National Home Week with the biggest and most spectacular merchandising programs ever undertaken. Ten million potential home buyers visited the 8,000 homes placed on special display during National Home Week last year, and the surge of buying generated by that demonstration did much to make 1953 a highly successful year for the entire industry. With more cities than ever before participating in the celebration this year, National Home Week 1954 promises to be an even greater success.

Every builder in America has a stake in this industry-wide merchandising show and stands to benefit directly from the many new and original ideas that participating builders are using to dramatize their products for the home buying public. Builders who follow the progress of National Home Week in their own communities and elsewhere throughout the country, and who adapt its best selling techniques to their own business, will reap big dividends from this celebration.

But it is important to remember that National Home Week is not merely intended to sell the homes of the particular builders who take part in the event; its main objective is to "sell" home ownership and better living to the whole American public. It is intended to generate and maintain public confidence in the integrity and progressiveness of the home building industry and to demonstrate to the American people that today's homes truly are better and more livable than ever before.

National Home Week, and the Parade of Homes which has become an integral part of the celebration in recent years, also presents a great opportunity to strengthen the builder's close ties with the manufacturers who supply materials, equipment and services for his construction projects. Our allied industries have come to recognize that their success is linked directly to the progress and prosperity of home building, and their cooperation in presenting and merchandising new products that go to improve the home is a major factor in the growing success of National Home Week.

National Home Week today is a mainstay of our industry's annual promotional and merchandising program. We in the National Association of Home Builders are confident that it will take on increasing importance in the years ahead and that in the not too distant future it will be celebrated in every community in the land.

Harness Leaves NAHB For Houston Post

Conrad "Pat" Harness, who last month resigned as director of public relations of the National Association of Home Builders, has assumed new duties as executive vice president of the Houston Home Builders Association, according to Paul Wolf, president of the Texas organization.

A native Texan, Harness organized the NAHB public relations department in 1950. In addition to press information, he was responsible for the NAHB magazine, films, books and a department of education, the latter created early last year. He is a former real estate editor of the Washington Post and past president of the National Association of Real Estate Editors. At this writing, his successor at national headquarters has not been named.

Harness began his new duties

August 15, succeeding T. C. "Buddy" Brennan, Jr., who has been appointed sales promotion manager for the Frank Sharp Organization of Houston. Sharp recently announced plans for a 15,000-home, \$200,000,000 community in the city—a ten-year program slated to begin this fall.

Before leaving the association, Brennan will work with Harness to operate the city's elaborate Parade of Homes program, to be featured during National Home Week and continue for a month.

New HHFA Assistant

Ralph A. Homan, Springfield, Ky., attorney, has been appointed as a special assistant of the Housing and Home Finance Agency by Administrator Albert M. Cole.



Exhibit model planned for National Housing Center draws interest of Dick Hughes, NAHB leader (right), John Pollock, American Houses, Inc., acts as "guide"

Hardy Leaves HHFA To Direct New 'Center'

Neal J. Hardy has resigned as assistant administrator of the Housing and Home Finance Agency, effective September 1, to become director of the \$2,500,000 National Housing Center, now under construction in Washington, D. C., for the National Association of Home Builders.

The announcement was made by R. G. "Dick" Hughes, NAHB president, and Nathan Manilow, first vice president and chairman of its building committee. Hardy, with HHFA since it was created in 1947, has been assistant administrator since 1949, directing the division of plans and programs.

Although the eight-story "Center" will not be completed until next May, Hughes disclosed that over 100 leading suppliers of materials, equipment and service for the home building industry have already signed long-term contracts to exhibit their products in the building.

Several hundred exhibits are to be displayed on seven floors of the structure which will house the NAHB headquarters, research institute and a comprehensive housing reference library.



Neal J. Hardy

Dealer's Viewpoint

H. R. NORTHUP, Executive Vice President,
National Retail Lumber Dealers Association



12 Consumer Magazines Will Plan and Furnish Rooms for NRLDA Exposition

When twelve of the country's best known and most widely read consumer magazines collaborate in the designing, decorating and furnishing of the rooms for a model home, something terrific is sure to develop.

The result will become public October 2 in Kingsbridge Armory in New York City at the opening of the National Retail Lumber Dealers exposition and forum. The 12 model rooms will be located along the central aisle of the exposition. Never before has so much truly expert talent been brought to bear on a single housing treatment. Every major type of room found in a typical home will be included in this principal feature of the exposition.

It is most unusual for so many magazines, most of them competing for the same readership, to work side by side in this manner, but the reason in this case is not hard to find. There has developed a widespread realization of the fact that the retail lumber and building materials yard is the place where most magazine readers go when they decide to build or modernize their homes—the logical merchant in each community to assist readers in following the sound advice on home planning and design that they find in their favorite magazines.

The thousands of dealers, builders and consumers who attend the exposition will find the following model rooms:

- A colonial living room
- A living-dining room furnished with do-it-yourself furniture
- A family studio room
- A carport remodeled into a family room
- Two model kitchens
- A home workshop
- A combination laundry-playroom
- Two-bathroom-dressing rooms
- A boy's room and girl's room furnished with do-it-yourself built-ins
- A finished expansion attic

The participating magazines are: American Home, Better Homes and Gardens, House Beautiful, House and Garden, Life, Living for Young Homemakers, Look, McCall's, Parents', Small Homes Guide, Woman's Day, Woman's Home Companion.

Most of the rooms will be open on one side for convenient inspection, although in some cases a fourth wall will consist of large picture windows which will afford a clear view of the interiors. Materials with which the rooms are constructed and decorated will be supplied by the manufacturers whose products are being exhibited in the exposition.

Each of the publications plans to feature its own model room editorially in a fall issue for the benefit of readers who do not get to New York. In addition, a color motion picture is to be made of the twelve rooms so that millions of consumers will get to see the combined efforts of the magazines in local showings. Whereas a furnished model home could be inspected by only a few thousand people a day, the model rooms arranged side by side can be seen conveniently by all of the 250,000 or more consumers who are expected to visit the armory during the nine-day period.

NAHB Names Murphy As Legislative Aide

The National Association of Home Builders has added Andrew P. Murphy, Jr., 32, Washington attorney, to its staff as assistant legislative director. He will serve in a dual capacity, according to John M. Dickerman, executive director, acting as labor director in addition to his general legislative duties. A native New Englander, he is editor-in-chief of the Federal Bar Journal in Washington.



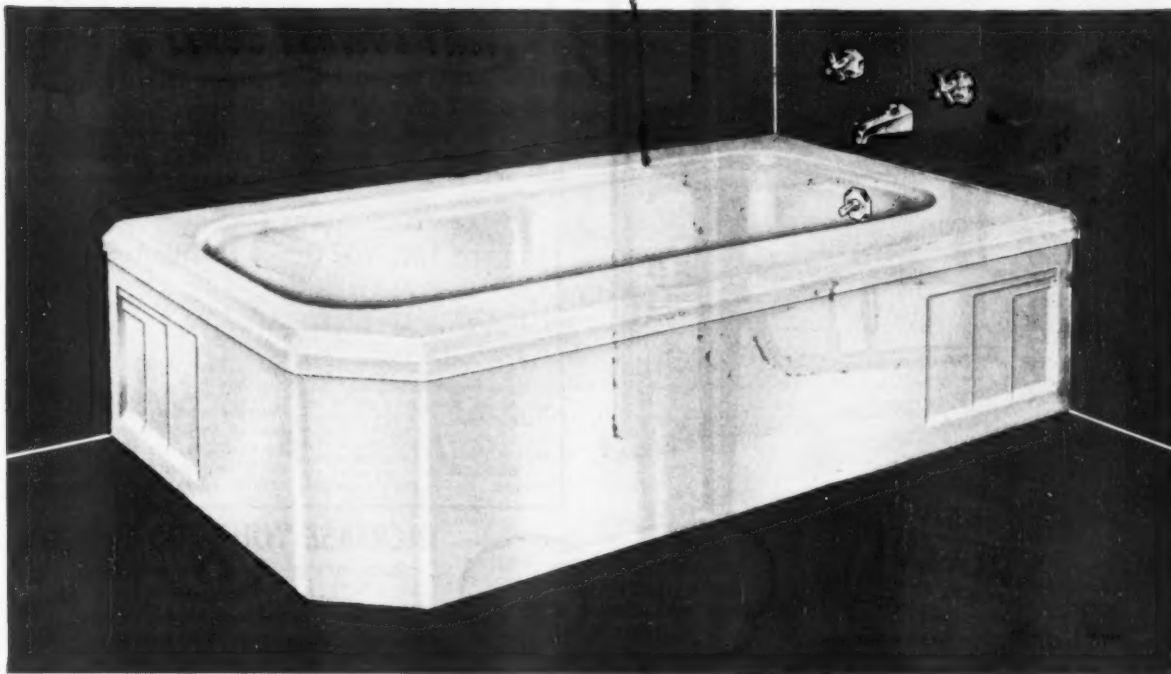
Andrew P. Murphy, Jr.

AMERICAN BUILDER

NOW READY FOR YOU

THE *Albecor*

ALLIANCEWARE'S NEW CORNER TUB



Architects, builders, and home owners have long wanted it—a corner tub of formed steel construction, with all the fine quality features of AllianceWare. This AllianceWare tub—The ALBECOR—is now ready for you. Observe its outstanding advantages and you'll find many installations where The ALBECOR will be your choice.

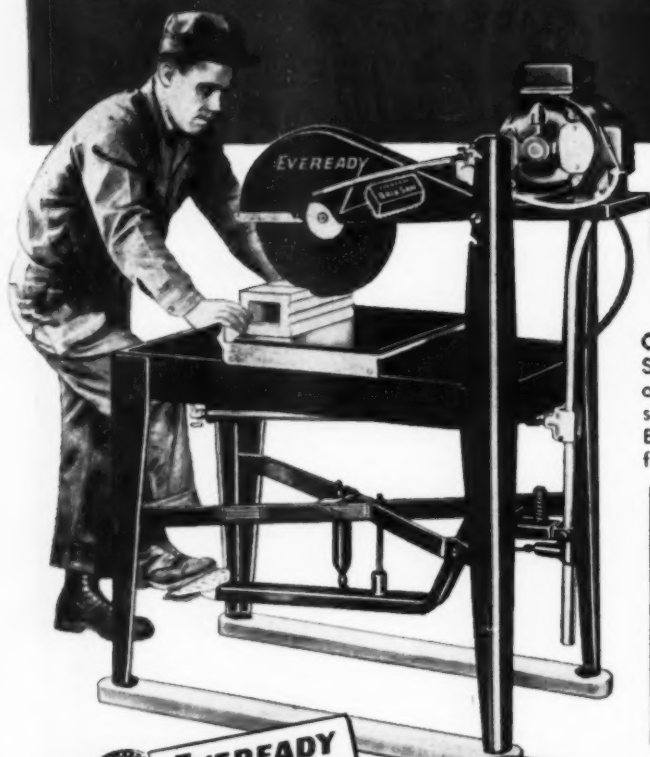
- Five foot length
- 15" deep
- Attractive panelled apron
- Wide seat—an integral part of the rim
- AllianceWare patented grab rail around entire outside edge
- 14 gauge steel with stain-proof enamel surface
- AllianceWare wall guard
- AllianceWare patented wall-hung installation
- Five colors—pink, green, grey, tan, blue—as well as white
- For right-hand or left-hand installations

Write for complete specification sheet and installation diagram.

ALLIANCEWARE, INC. • Alliance, Ohio

Bathtubs • Lavatories • Closets • Sinks
Plants in Alliance, Ohio and Colton, California





**CUT ANY MASONRY
MATERIAL FAST...
...AT LOWEST COST!**



Cutting WET (Dustless) or DRY, Eveready BrikSaw is the fastest, most efficient Masonry Saw on the market. The simplicity of BrikSaw's design plus the EXCLUSIVE labor-saving features, make BrikSaw the most profitable to operate masonry saw for any job.

EXCLUSIVE FEATURES



"Adjusta-Height" lets cutting head change elevation for materials of varying thickness... adjusts in 4 seconds.

Swing the cutting head to any desired position with this "Toe-Matic" foot treadle. Fast shift from one type of masonry material to another.

One-piece cutting head for immediate, easy portability. Off saw frame in 21 seconds flat!

Automatic pressure control for the blade. Adjusts cutting pressure to hardness or softness of material.

EVEREADY XTRA-CUT ABRASIVE BLADES

Consistent, uniform quality—the blades you buy next month will give the same peak cutting performance as the blades you buy today. Available in both WET and DRY cutting specifications, to fit every Masonry and Hand Power Saw

YOUR
EVEREADY DEALER CARRIES
THE MOST COMPLETE LINE
OF MASONRY AND CONCRETE
CUTTING EQUIPMENT

EVEREADY TUFFIE REINFORCED BLADES

For Masonry Saws and Hand Power Saws. Virtually unbreakable... recommended for difficult edge cuts... grooving... grinding cuts. Internally reinforced with NYLON "SAFETY-WEB". You can drop it, bend it, twist it.

INCREASE YOUR JOB PROFITS

Increase job profits... lower cutting costs with a PORTABLE Eveready BrikSaw on the job. Cut any shape, any size... all types of Masonry, Stone, and Refractory materials in SECONDS... Always a better, faster job with EVEREADY BRIKSAW.

FREE BOOK

FREE BOOK on Masonry cutting... requested by more than 18,000... will be sent without obligation... or ask your dealer.



EVEREADY POWR-DRIVE CONCRETE SAW



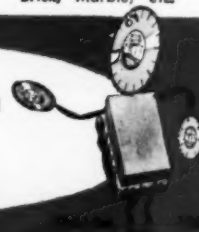
Takes the "Push-Pull out of Concrete Sawing—drives FORWARD AT CONTROLLED SPEED! "POWR-DRIVE" increases cutting footage with less operator effort—cuts at the lowest possible cost per lineal foot, whether used on small patching or trenching jobs or on continuous, full-scale joint cutting of highways, streets, airport runways.

EVEREADY RED-I-CUT DIAMOND BLADES

NEW Continuous Rim For Masonry Saws cut two to three times faster than standard abrasive blades when used to cut hard, dense, vitreous materials such as Glazed Tile, Glass Block, Fire Brick, Marble, etc.

EVEREADY DEALERS...
in Most Principal Cities in the United States and Canada
Write for the Name of Your Nearest Dealer.

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CHICAGO 5, ILL.

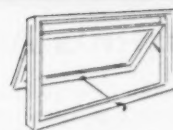


Latest Hit among Home Builders

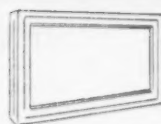
BILT-WELL

AWNING WINDOW UNITS

Spark the sale of your Homes in '54 with
an out-of-the-ordinary sales appeal. Homeowners
attracted to new smartness of these windows.



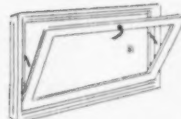
Bar Operator Unit
(Awning type)



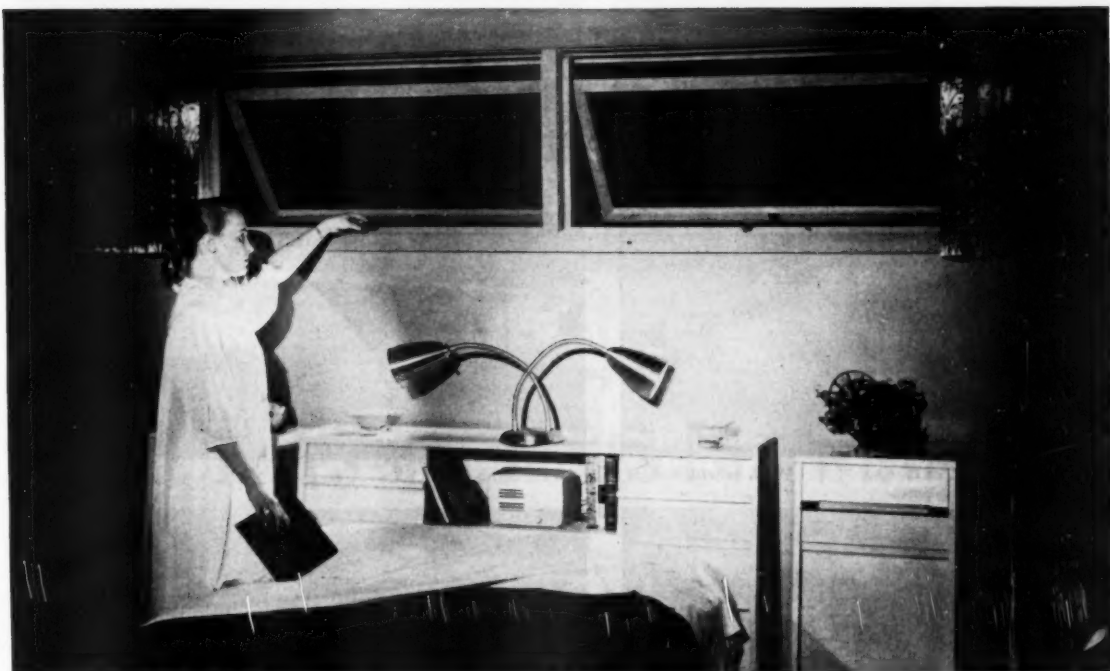
Fixed Unit



Picture Unit



Locking Handle Unit
(Hopper type)



furnished in these sizes

2814 B (BAR OPERATOR) 2814 L (LOCK G. HANDLE) 2814 F (FIXED)	3614 B 3614 L 3614 F	
2818 B 2818 L 2818 F	3618 B 3618 L 3618 F	4418 B 4418 L 4418 F
2822 B 2822 L 2822 F	3622 B 3622 L 3622 F	4422 B 4422 L 4422 F

The complete line of Bilt-Well Woodwork: Complete Double Hung Unit Windows, Casements, Awning Windows, Kitchen Cabinets, Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior and Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.

Here are the intriguing features that make customers of prospects

- Smooth "finger-tip" operating windows that remain in the desired open positions.
- Indirect ventilation the year round without cold, chilly drafts.
- Protection from rain while cool, refreshing breezes are admitted in summer.
- Weathertight in cold, wintry weather.
- Smart appearing, unique in their principal operation.
- Glass can be cleaned outside and inside easily and quickly from indoors.

CARR, ADAMS & COLLIER COMPANY
ESTABLISHED 1866 DUBUQUE, IOWA

CURTIS IS PROUD TO BE "AT HOME"

In Austin's Air Conditioned Village

Home air conditioning—at reasonable cost—without sacrifice of space, beauty or utility. That's the big point of N.A.H.B.'s Austin, Texas, Air Conditioned Village. And following this "no sacrifice" policy, seven of the builders chose Curtis Woodwork for eight of the twenty-two air conditioned homes... Silentite windows...Curtis kitchen cabinets

...New Londoner hollow-core flush doors... Curtis Mitertite trim and moldings. The eight homes are shown on this page.

Austin's Air Conditioned Village is proving again what thousands of home owners have learned by experience: That Curtis Woodwork, famous for top quality since 1866, keeps pace with modern building needs.



B. N. Holman, builder



E. L. Caruthers, builder



W. H. Bullard, builder



H. T. Baker, builder



Jack Andrewartha, builder



A. S. Patton, builder



Leland R. Wilson, builder



B. N. Holman, builder

All photos by Dewey G. Mears, Austin, Texas

Curtis makes a complete line of architectural woodwork, Silentite windows and birch kitchen cabinets for homes of all types and sizes. Make your next home "all Curtis."



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Clinton, Iowa

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
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AMERICAN BUILDER



Castle Builders are planning about 165 homes in the \$13,000 to \$16,000 price range. All will have fully-equipped electric kitchens. This feature in itself sets a theme of quality for the entire house.

And with the *Electric Range*, the homemaker can be modern . . . cook **ELECTRICALLY!**

REALLY HELPS SELL HOMES two ways

The installation of an *Electric Range* in a new house adds *two* definite selling advantages.

First, it is cooking equipment at its best—which means economy and ease of operation. Second, it means a cool kitchen as well as a clean one, because most of the heat stays in the oven or goes directly into the cooking utensils, due to the insulation and construction of the *Electric Range*, and the way it operates.

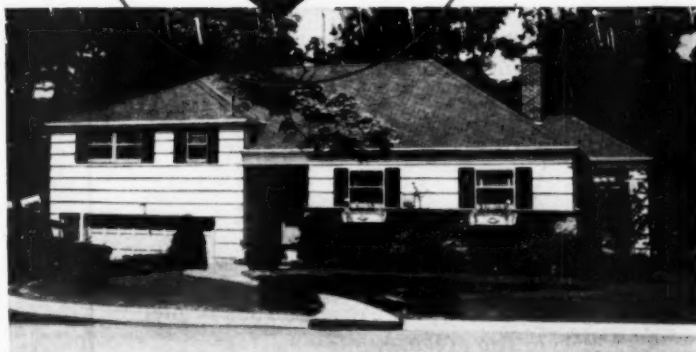
These advantages are true the country over, in all types of homes. *Electric Ranges* can help you sell *your* houses faster and easier, too!

BE MODERN...

Cook Electrically!

More builders every day
are installing

**ELECTRIC
RANGES**



"We know from our sales record over a period of 23 years," says Mr. P. A. Di Somma, President of Castle Builders, Babylon, N. Y., "that *Electric Ranges* have been a definite asset in the sale of our homes. During the post-war period we've built homes ranging in price from \$10,000 to \$85,000. All have been equipped with *Electric Ranges*."

ELECTRIC RANGE SECTION

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Mr. BUILDER!

**HERE'S THE KEY TO
QUICKER SALES and
BIGGER PROFITS**



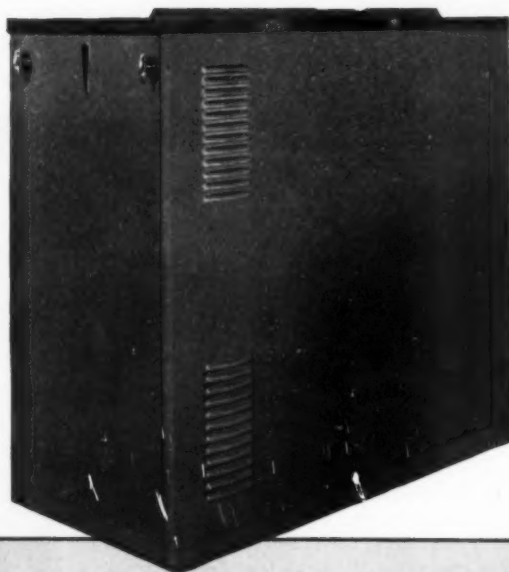
When you install Kaustine oil-fired, fully automatic heating in your homes, you make your *selling job easier*. You offer today's exacting buyers a top quality heating plant with an unsurpassed ability to deliver maximum heat per fuel dollar and an enviable record for trouble-free service.



Kaustine Engineering and Factory Assembly enable you to cut construction and installation costs. Kaustine Design saves valuable floor space as these compact units operate efficiently in a minimum area. Add to this Kaustine's competitive cost and you have a *greater profit margin*.



The Kaustine line offers forced air heating units delivering from 65,000 to 250,000 B. T. U.'s in models for every type of installation in any style or size of home.



The Kaustine "LOW BOY"

These fully automatic oil-fired Low Boys are designed for cellar installation. There are three factory assembled models delivering 85,000 B.T.U.'s, 95,000 B.T.U.'s and 110,000 B.T.U.'s. Larger units up to 250,000 B.T.U.'s are shipped knocked down.



Kaustine

WRITE FOR FULL INFORMATION TO DEPT. AB-9

*There is a Kaustine Furnace or Winter
Air Conditioner for every type of home.*

Trade-Wind



AXIAL FLOW

VENTILATOR



**FOR CEILING
OR WALL INSTALLATION**

Low Price

Outstanding New Styling

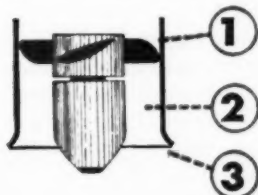
Surprising New Quietness

Easiest Installation In
Old Or New Construction

Performance Beats
Expensive Units

**1
2
3
4
5**

WHAT IS AXIAL FLOW?



The new low-cost Trade-Wind Axial Flow Ventilator now makes it possible to use either wall or ceiling installation with the same unit. The ventilator can be installed between joists in the ceiling or between studs in the side wall. Note that no elbows are required for vertical discharge.

The Trade-Wind gives you straight-through axial flow plus super-powered suction. And it sells at a low price which makes kitchen ventilation a must even in the most economically designed house. And it's so good looking! Styled by a top industrial designer, the Axial Flow adds a new distinctiveness to every kitchen.

Aerodynamic impellers, shaped like airplane wings, give smooth powerful push to air, almost without noise.

Limited space between hub and tube concentrates straight through pressure drive.

Venturi-shaped tube, "hurries" the air flow by increasing the velocity.

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIFORNIA

SEPTEMBER 1954

Keep DESIGN in mind

**THOMASON
FLUSH DOORS**

Give You a Choice of

8

(or more)

**BEAUTIFUL
FACE VENEERS**

...but only ONE high quality!

In residential, institutional, industrial or commercial structures... interior and exterior door design is important.

THOMASON Flush Doors add more eye-appeal and blend pleasingly with architectural features.

Make THOMASON Flush Doors a part of your planning. From the finest quality of foreign and domestic woods, you can choose a face veneer to suit your needs.

**JUST LOOK AT THIS
CHOICE OF FACE VENEERS**

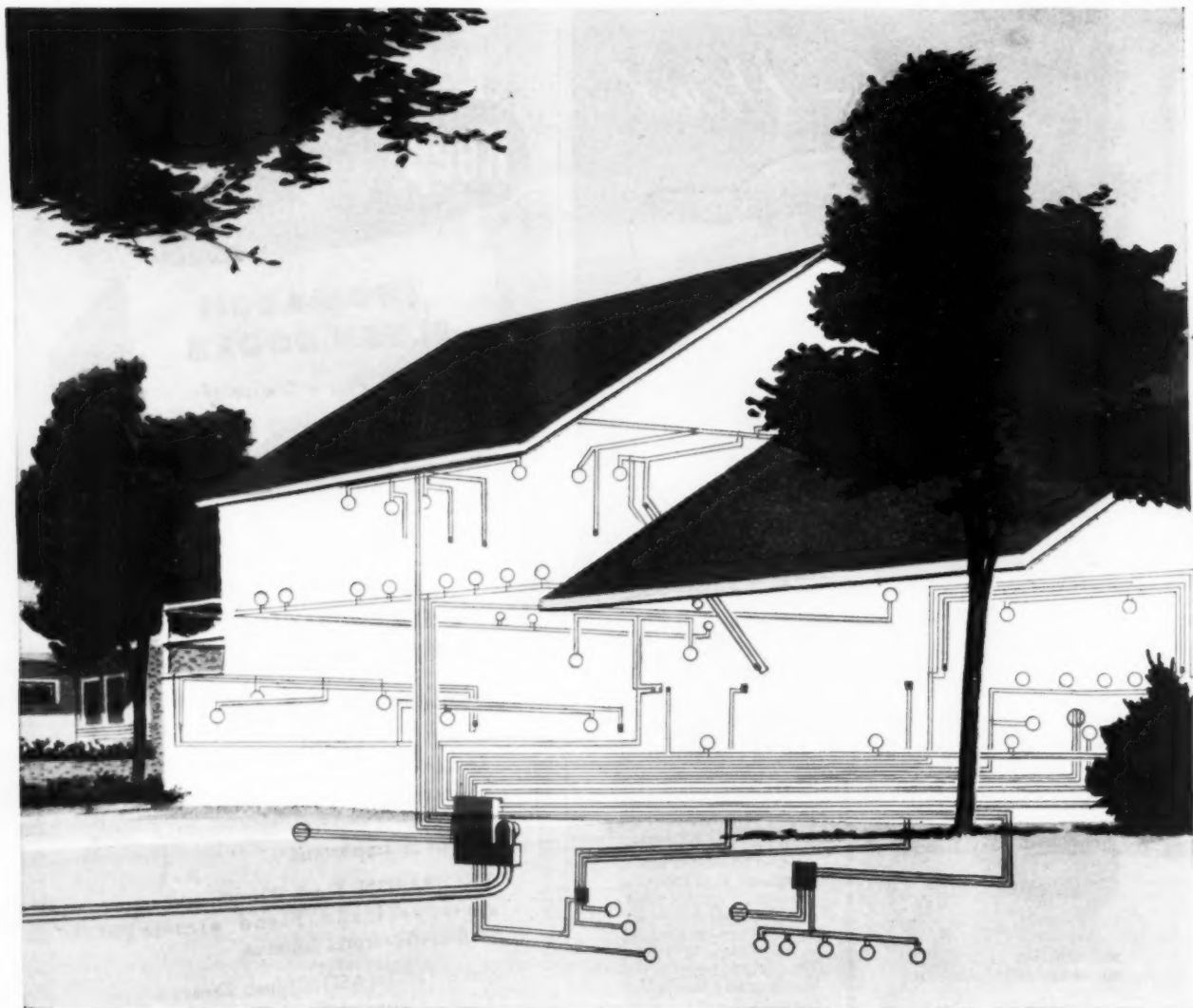
Philippine Mahogany, African Mahogany, Genuine Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum, or any face veneer desired. In addition, THOMASON plastic-faced Flush doors are available in all domestic and foreign wood grain plastics, as well as in decorative plastics.

**Remember: keep design in mind...
buy from the THOMASON line.**

**THOMASON
FLUSH DOORS**

THOMASON PLYWOOD CORPORATION

Fayetteville, • North Carolina



Above all... today's home is a **HOUSE OF**

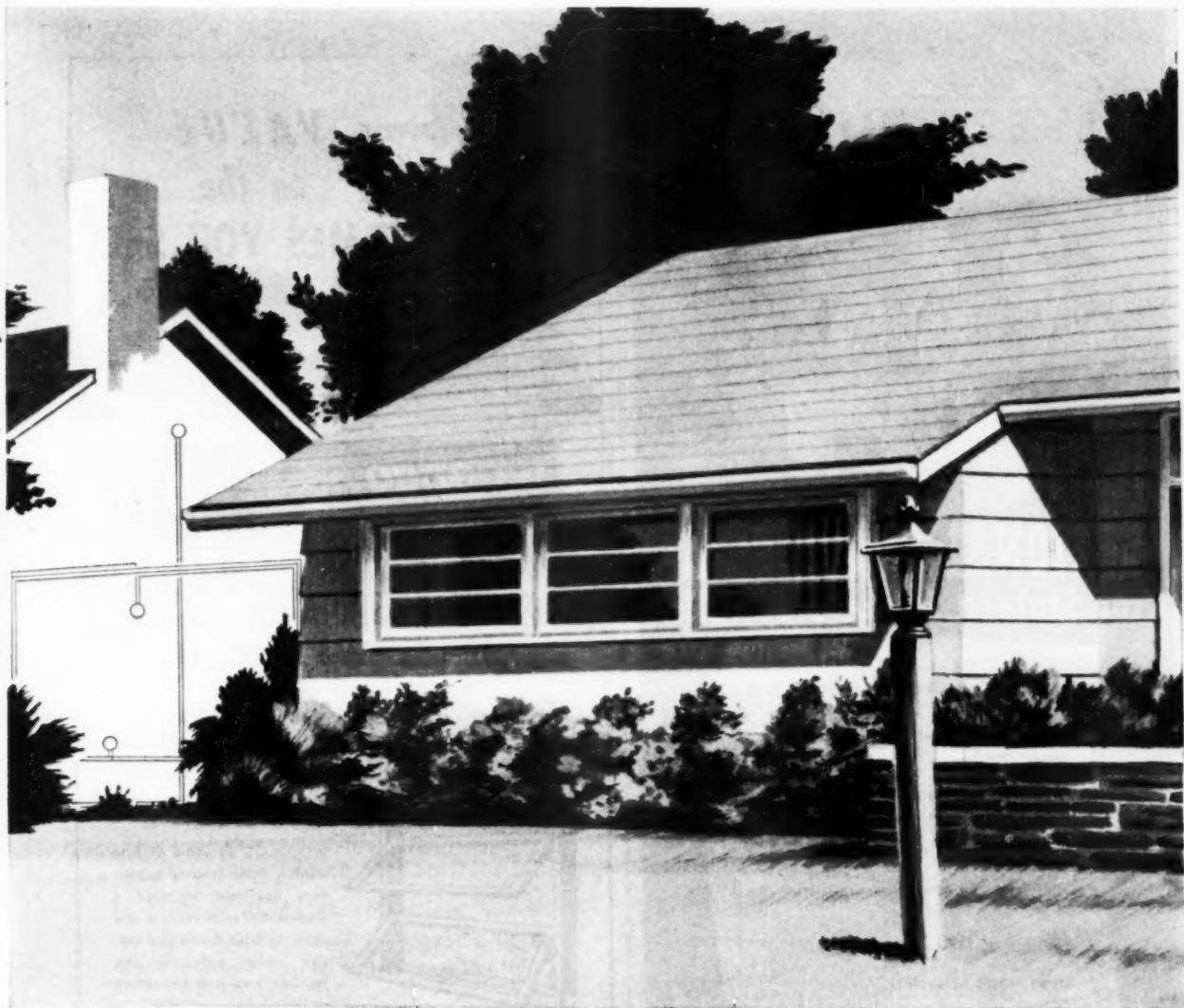
What does the average buyer of your homes look for?

Good construction? Sure! So you give him seasoned lumber, copper plumbing, complete insulation, careful workmanship. These all help sell your house.

BUT there's something else every home buyer expects to get today. It's the convenience and comfort that only modern *electrical* living can bring. And that means a wiring system built to deliver *enough* current to *every* place where it can be conveniently used.

If your houses are to meet the standards of today's... and *tomorrow's*... market, they must have large enough wires to carry full loads of current. They must have enough circuits to handle the dozens of appliances every housewife uses today... as well as those she will be bound to want in the not-too-distant future. And, there must be plenty of outlets and switches for easy use of these appliances.

Adequate wiring is a *sales plus* for the houses you are now building. It's a reputation booster for the houses you



WIRE !

plan to build in the future. It's worth any extra cost!
Kennecott Copper Corporation, 161 East 42nd Street,
New York 17, New York.

...

Important note: Kennecott is sponsoring a powerful national advertising campaign telling the vital story of adequate wiring to American homeowners. It's a story that's bound to help you sell your soundly-wired homes. Watch for the ads in the SATURDAY EVENING POST and THIS WEEK magazines!

SEPTEMBER 1954

Kennecott
COPPER CORPORATION

Fabricating Subsidiaries:
CHASE BRASS & COPPER CO.
KENNECOTT WIRE & CABLE CO.

Here's a list to Please
EVERY BUILDER



OPTIONAL KOLOR PLAN for Stained Shake Sidewalls

LIST OF ADVANTAGES

Meets FHA two-coat minimum requirement.

Expedites final approval because every job has that new, finished look.

Does away with the touch-up job.

Speeds shake application and trim painting.

Reduces on-the-job inventories.

Stops waste of shakes.

Prevents delays waiting for colors.

Eliminates all color match problems.

Stimulates sales through customer choice of TWENTY modern finish colors.

Satisfies the architectural needs of modern homes.

Costs no more than conventional stained shakes.



Weatherbest
OPTIONAL KOLOR PLAN

**FOR FULL INFORMATION SEE
YOUR WEATHERBEST DISTRIBUTOR**

WEATHERBEST CORP., North Tonawanda, N. Y.

ADD **VALUE**
to the
HOMES YOU SELL



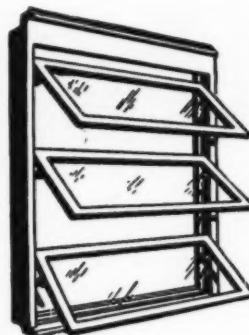
WOODCO

E-ZEE



Loc

WOOD AWNING WINDOWS



**NOTHING to ADJUST
— NOTHING to GET
OUT of ADJUSTMENT**

WOODCO's 35 years of fine window manufacturing experience has now produced a window that adds Prestige and Profit to any Home you sell. The added value of the WOODCO name makes selling easier.

WOOD WINDOWS WOMEN WANT

Architects, Dealers and Satisfied Homeowners recognize the WOODCO E-ZEE LOC Wood Awning Window as the Finest Awning Window Made; their fine design, ease of operation and long service life make them a MUST for today's builder who erects and sells a quality home.

Complete Unit on the Job — Save on Installation

- All Factory-Assembled of Selected Kiln-Dried Ponderosa Pine Toxic and Water-Repellent Treated
- Double (Pat. Pend.) Vinyl Weatherstripping
- All Glass Bedded in Glazing Compound
- EASY TO LOCK

Use Them On Your Next Project And Notice The Difference!

SEE YOUR LUMBER DEALER

WRITE or CALL FOR COMPLETE INFORMATION
— Permanently Displayed at —

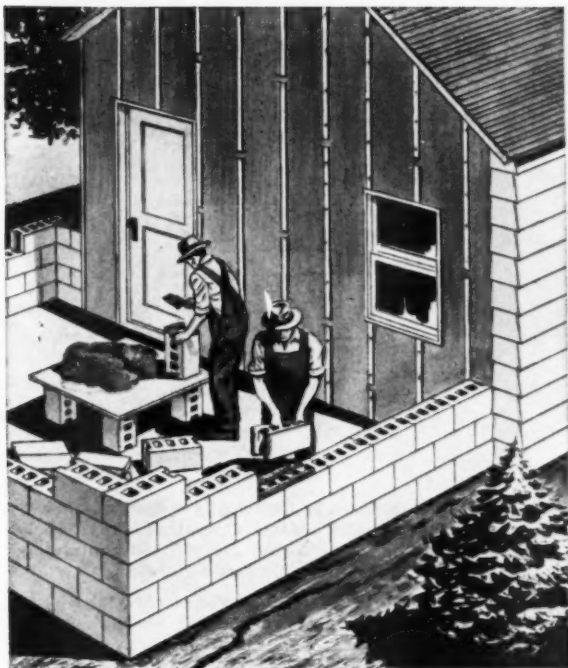
WOODCO CORPORATION

A DIVISION OF GENERAL WOODCRAFT CO., Inc. — NORTH BERGEN, N. J.

3590 N. W. 71st STREET

MIAMI 47, FLORIDA

Phones: 64-3219, 64-3417



Get *Your* share of the \$8 Billion Remodeling Market

Want profitable remodeling work? Consider the forces creating demand for such construction:

1. Millions of houses, commercial, industrial and farm buildings built before the depression need renovating to extend their useful life.
2. Millions of families bought minimum houses after World War II. These families now have grown; they need larger, expanded houses.
3. U.S. population, increasing 7000 daily, needs more new buildings—and enlarged, remodeled old buildings in which people live, work, shop, play and worship.

Capitalize on these forces by seeking remodeling business. And remember, concrete masonry remodeling satisfies everyone. To the builder it means fast, easy construction. To the owner it means durable, firesafe, ratproof, rotproof, termite-proof, *low-annual-cost* buildings.

For helpful information on concrete masonry construction, write for free "Concrete Masonry Handbook," distributed only in U. S. and Canada.

PORTLAND CEMENT ASSOCIATION Dept. 9-3, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work

SEPTEMBER 1954

Be Sure To Stock... **duratub** *laundry trays*

stainless
trim

fiberglass*
tub

sliding
door

MODEL
9 TC

recessed
base

adjustable
legs



duratub's gleaming white, baked enamel cabinet, trimmed with lustrous stainless steel, matches all other automatic laundry appliances. Pastel green Fiberglass* tub won't chip, crack, stain or mar. Triple purpose chrome plated "Handidrain" and vinyl edged top cover are standard equipment.

*Reg.
T. M.

A Product of



E. L. MUSTEE and SONS, Inc.

Manufacturers of Gas
Automatic Water Heaters
duratub Laundry Trays

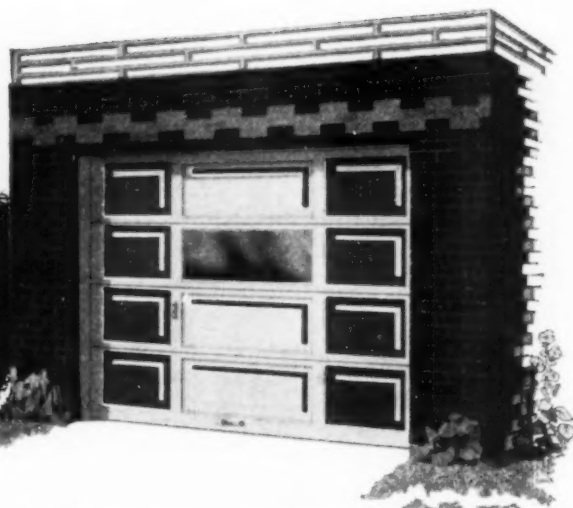
6911 LORAIN AVE. • CLEVELAND 2, OHIO

duratub is sold only through recognized wholesalers and distributors.

5 REASONS WHY

calder

Wedge Tight
GARAGE DOORS
MAKE HOMES
EASIER TO SELL



The rapidly growing acceptance of Calder Wedge-Tight Garage Doors is the result of major product advantages home owners appreciate and builders demand. Examine the hot sales features of Calder garage doors for yourself:

- Appearance alone often makes the sale. Calder dealers offer six basically different door styles for perfect blending with any architecture. And Calder's custom-decorated effect is easy to obtain without custom-cost.
- Calder dealers sell a full line of garage doors. One of more than 50 stock sizes is sure to fit any opening requirement. Stock sizes mean popular prices, too.
- New simplified Calder hardware provides easy, low cost adaptability on restricted headroom jobs.

- All Calder doors can be electrically operated either by radio or hand switch control. Operators are extremely easy to install because they are shipped completely assembled . . . simply plug into light circuit.

- Calder doors are top quality products, backed by 57 years of engineering experience. Constant design improvement maintains Calder's leadership in the overhead garage door field.

One of Calder's 1500 dealers is near you. Contact him or send for free illustrated literature today.

calder MANUFACTURING CO.
LANCASTER 12, PENNA.

HOW TO CREATE ROOMS THAT SELL HOMES FASTER...



Build in Extra Value and
Lasting Carefree Beauty With

NEVAMAR®

the pre-finished surfacing material

Nothing clinches the sale of a home so quickly as a lovely Nevamar bathroom or kitchen. In colorful patterns and natural wood-grains, Nevamar creates surfaces of breath-taking beauty on kitchen sinks, vanities, cabinets, breakfast bars and work tops. It's designed for lifetime beauty and service . . . never needs painting or refinishing.

Put this extra selling feature in any home you build or remodel.

This is
NEVAMAR®

- a high-pressure laminate surface
- designed for long life and lasting beauty
- will not crack, scratch or peel
- withstands boiling water
- resistant to cigarette burns
- not affected by grease, alcohol, fruit acids, ammonia, bleach, oil, or similar substances
- Easy to clean!

We'll be glad to send you samples and any information you need about Nevamar.

Guaranteed by
Good Housekeeping

NEVAMAR conforms to
NEMA specifications



DISTRIBUTOR: THE NEVAMAR COMPANY, ODENTON, MARYLAND

The NATIONAL Plastic Products Company

Manufacturers of Nevamar High-Pressure Laminates • SARAN FILAMENTS • Wynene Molded Products

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GERHOLZ COMMUNITY HOMES

uses **VISQUEEN** in 800 unit project

polyethylene film



Perimeter insulation is individually wrapped in VISQUEEN film.



16 foot wide VISQUEEN drops into place with minimum of labor.

Concrete slab floors protected forever from moisture penetration by VISQUEEN film barrier

Now builders everywhere can have this superior moisture barrier under slabs, in crawl-spaces, on stud walls and ceilings, for flashing and termite shield.

VISQUEEN film, job tested on hundreds of homes, is the moisture barrier under the slabs floors in Robert P. Gerholz' prize-winning community development in Flint, Michigan.

"I used VISQUEEN film in my Westgate Park development for two reasons," says Mr. Gerholz, past president of the NAHB. "First it is the most endur-

ing vapor and moisture barrier I can buy, and second, it costs less *in place* under the slab than any comparable material."

Extra-wide (up to 16 ft.), extra-light (1000 sq. ft. weighs less than 20 lbs.), VISQUEEN greatly reduces labor costs for installing the moisture-proof membrane. Often the savings are as much or more than the cost of the film.

Mail the coupon for detailed information and names of distributors serving you.

IMPORTANT: VISQUEEN film is all polyethylene but not all polyethylene is VISQUEEN. Only VISQUEEN, produced by process of U. S. Patents No. 2461975 and 2632206, has the benefit of research and resources of The VISKING Corporation.

VisQueen® film . . . a product of

THE VISKING CORPORATION

World's largest producers of polyethylene sheeting and tubing
Plastics Division, Terre Haute, Indiana

In Canada: VISKING Limited, Lindsay, Ontario

In England: British VISQUEEN Limited, London

SEPTEMBER 1954

The VISKING Corporation, Box AB9-1410
Plastics Division, Terre Haute, Indiana

- ☐ Tell me more about VISQUEEN film.
☐ Who is the distributor in my area?

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

NEW "BERMUDA COLORS"



NEW

Seafoam green asbestos shingles

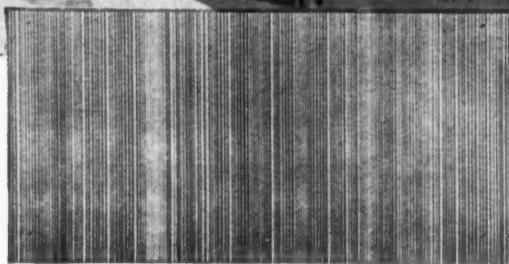
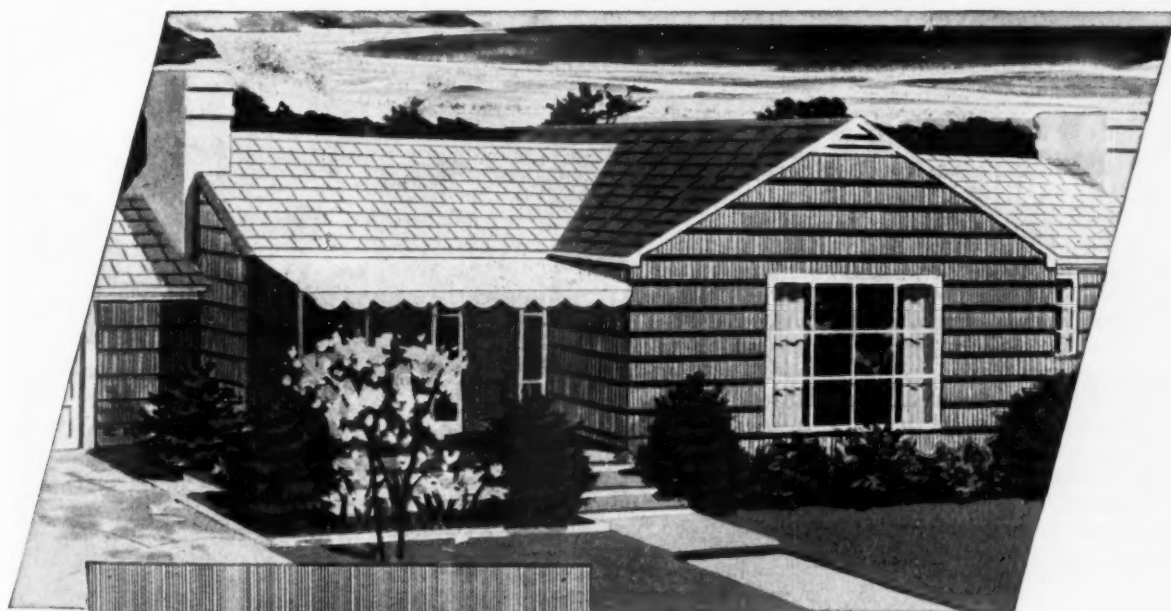
Now, you can offer your prospects fresh, authentic colors inspired by the beauty of Bermuda—"Seafoam Green" shown above and "Holiday Blue" on opposite page. The new Gold Bond Chroma-Tex creation—"Seafoam Green"—gives your jobs a beauty and distinction that just can't be matched. And every house

you side with this beautiful green is a powerful "billboard" for you because Gold Bond's exclusive "Surfaseal" Finish keeps colors fresh years and years *longer*. The coveted Good Housekeeping Guaranty Seal backs every Gold Bond Asbestos Shingle. Send for actual samples now.



NATIONAL GYPSUM COMPANY
BUFFALO 2, NEW YORK

OPEN DOORS TO MORE SALES!



NEW

Holiday blue asbestos shingles

Here's another brand new Gold Bond Chroma-Tex color—stunning "Holiday Blue." This color is designed to turn your prospects into customers. You'll be pleasantly surprised to find how many prospective homeowners have been pre-sold by Gold Bond's powerful "Bermuda

Beauty" national advertising campaign in magazines like Better Homes and Gardens and Good Housekeeping. Gold Bond gives you exclusive colors in shingles that are easier to handle, faster to apply. Write National Gypsum Company, Dept. AB-94, Buffalo 2, N. Y.

**Build better with
Gold Bond**



Chroma-Tex
Siding
Shingles



Wood Grain
Siding
Shingles



Dutch Lap
Roofing
Shingles



Hexagonal
Roofing
Shingles



Corrugated
Sheets



Permaboard
and
Pliaboard

... ASBESTOS PRODUCTS

2 NEW BUILDING PRODUCTS

by **GENERAL BRONZE!**

THAT WILL APPEAL TO EVERY HOME BUYER

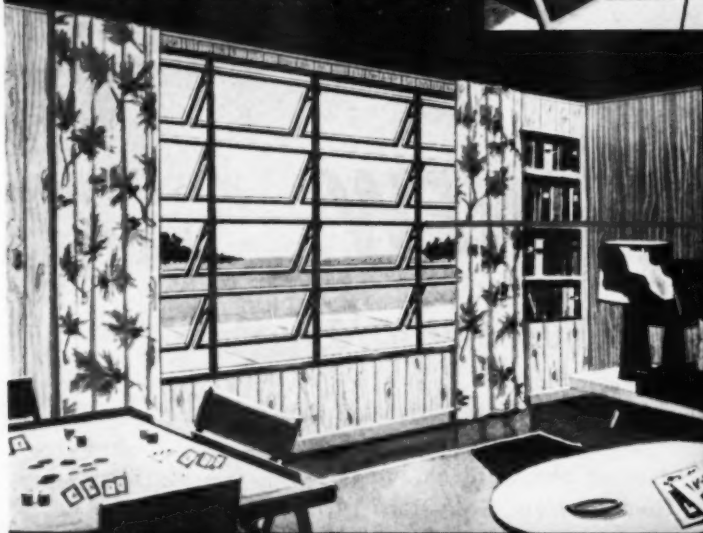
ALWINTITE PICTURE SLIDING DOOR

This fine quality, precision-made, low-cost aluminum door adds beauty and sales appeal to any house. Ideal for openings to terraces, patios or porches. Completely weather-stripped and made from heavy gauge aluminum extrusions, it is available in 2, 3 and 4 units wide (6', 8', 12', or 16') and 6' 10" high. Easy gliding door and screen units move in separate channels. Stainless steel hardware and lock. It's a beauty.



ALWINTITE AWNING WINDOW

Embodying many of the design and construction features of General Bronze custom-built windows, this new ALWINTITE awning window is priced for use in low-cost homes, yet strong and sturdy enough for use in hospitals and schools. Features new "Balanced Control" with foolproof roto operator at center of sill or with bar control. Completely weather-stripped, stainless steel hardware.



For complete details, prices, delivery dates, etc. on the ALWINTITE picture sliding door and awning window, write to Dept. **AB-9**.



ALWINTITE

GENERAL BRONZE CORPORATION

ALWINTITE DIVISION • GARDEN CITY, N. Y.

aluminum WINDOWS

ON and OFF the RECORD

FOR THE FIRST TIME in its long history National Retail Lumber Dealers Association will hold a full-dress convention and exposition this year.

SITE IS THE Kingsbridge Armory in New York City, and the dates are October 2-10.

RIGHT ON THE HEELS of National Home Week, both the convention program and the exposition take on all the earmarks of another expression of National Home Week.

THE EXPOSITION will be open daily from early morning until 10:00 P.M., with the public excluded until one o'clock.

THUS THE MORNINGS are exclusively for the dealers and their builder customers.

TOP FEATURE for the public is a series of rooms flanking the main aisle. Built by the convention committee the rooms will be furnished by several consumer magazines and a television system. Climaxing the rooms, and at the end of the aisle will be a full size fully constructed and landscaped Lu-Re-Co house.

TOP FEATURE for the dealers and builders is the completed Lu-Re-Co house, which will be ready for inspection by both public and professionals when the exposition opens, plus a complete demonstration of exactly how Lu-Re-Co works.

IN ADDITION to the completed house, Monday morning will see the actual construction of a second house begun in one end of the Armory. This house will be completed on Tuesday or Wednesday, and left unpainted.

THEN A THIRD house, adjacent to the second, will be started on Wednesday, and left in X-ray form for study of the structure.

ADJACENT TO THE second house, in a corner of the Armory, will be a continuous assembly of Lu-Re-Co panels on a jig table, and a continuous assembly of Teco connected trusses.

THESE WILL COMPRISE the workshop feature for dealers, builders and other building professionals, and is expected to be a strong magnet for the public, also.

ACROSS THE AISLE from these will be the booths of Lumber Dealers' Research Council, National Plan Service and *American Builder*, each with specialized information to supplement the exhibits and demonstrations.

FINAL ITEM in the Lu-Re-Co feature will be a two-hour daily forum in the morning at which dealers who have used Lu-Re-Co successfully will detail their operations, and answer questions.

OTHER FEATURES are a model lumber and building materials store, and a materials handling demonstration. Each will be supplemented by a school for dealers.

EARLY INDICATION is success from the standpoint of dealer attendance.

EARLY CERTAINTY is that it will be different, interesting, instructive, inspiring and challenging.

MOTELS, according to National Motel Show (Chicago, November 1-3) now outnumber hotels by 50,000 to 29,000.

APPARENTLY the saturation point for motels is far from being reached, although the business is viciously competitive, particularly for the outmoded plants.

AND THAT doesn't necessarily mean the older ones. Many of these

(Continued on page 61)



ILLUSTRATION OF HOUSES IN GERHOLZ DEVELOPMENT

Built-in to the kitchen wall of the fast-selling Gerholz "Blueprint" House and in each house of the development (featured in this issue), Westgate Park, Flint, Michigan . . .

There's a *FLUSH WALL* Radio . . . to increase Sales Appeal

Flush-Wall Built-In Radios appeal to prospective home buyers, because they are practical and they save valuable space.

Easy for builders and electricians to install. They go into place in standard 4" partitions as easily as an electrical receptacle outlet.

Radio is 5-tube AC-DC Superheterodyne.

Face panels in color to match color scheme of room.

LOW COST! Retail price only \$43.50 plus installation. Special trade prices on request. Panels extra.



Write for illustrated folder with specifications and special builder prices.



26 colors



CAULKING COMPOUNDS

match every building material!

With brick, stucco, asbestos-cement siding, shingles, metal or wood . . . there's a CALBAR color to match or harmonize perfectly! Non-staining, non-hardening CALBAR Caulk compounds with Federal and ACPA specifications. Write for details.

CALBAR PAINT & VARNISH CO.

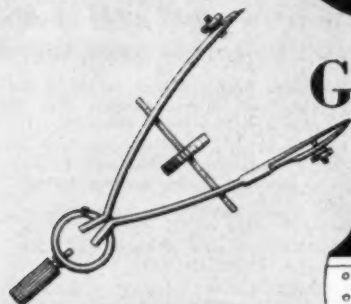
Manufacturers of Technical Products
2612-26 N. Martha Street
Philadelphia 25, Penna.



When Building or Remodeling

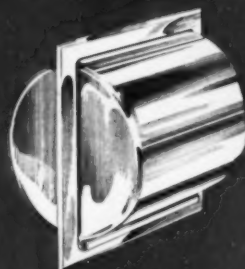
you'll find **HALL-MACK** is full of

GOOD IDEAS for your
bathroom plans



Idea #1

PLATE FRONT
STYLING WITH A



CONCEALED TOILET PAPER HOLDER

Here's the ultimate in good taste—a recessed holder with a gleaming chrome cover that fits at the back of a toilet.
Hall-Mack Catalog No. 298

Idea #2

ADD UTILITY



with the
EXTENDO-BAR

An attractive modern towel bar with retractable extension pull out instantly for extra drying space.
Catalog No. 401

Idea #3

FOR SMALL SPACE
CONVENIENCE...



**CRYSTALCHROME
TOWEL RING**

Crystal-clear, strap-shaped Lucite ring with a sparkling chrome base... for extra luxury in small spaces. Catalog No. 189

Idea #4

COMPLETE BATHROOM COMFORT...

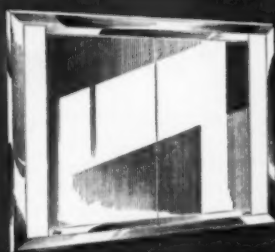


RELAXATION UNIT

Recessed toilet paper holder, utility shelf and smoking set, in beautiful chrome finish for lasting beauty. Catalog No. 300

Idea #5

DESIGNED FOR ROOMY LUXURY...



Designed for the roomy bathroom, a fully recessed, polished metal-like cabinet. Design which sets mounting plate where it fits. Catalog No. 402-403-404

Idea #6

MODERN DESIGN
CONCEPTS



Designed for the modern bathroom, this 20" deep vanity unit features a full mirror, medicine cabinet, and built-in sink. Catalog No. 311-312-313

Idea #7

AN INTRIGUING,
ORIGINAL IDEA...



CONCEALED VANITY UNIT
A true jewel of plumbing design, features of the back of a mirror for instant use of the toilet, medicine cabinet, or sink.
Catalog No. 314

Sold by Leading
Plumbing, Tile and
Hardware Dealers
Everywhere

HALL-MACK COMPANY

1344 WEST WASHINGTON BLVD., LOS ANGELES 7, CALIF.
7455 EXCHANGE AVENUE, CHICAGO 49, ILLINOIS
1000 MAIN AVENUE, CLIFTON, NEW JERSEY

AMERICAN BUILDER

On and Off the Record

(Continued from page 59)

smartly designed to begin with, and well maintained, compete easily with new units.

NEXT BIG MOTEL development is design for conventions in scenic spots. Hotels in Las Vegas, Nevada, which really are glorified motels, already are in convention business singly and cooperatively.

ANOTHER ACADEMIC YEAR has passed and there is still no official liaison between the colleges offering light construction courses and the industry that should have a deep personal interest in the students and what is being taught to them. The only exception is a curriculum advisory committee composed of industry figures organized by Professor Bill Lloyd to work with the heads of the light construction industry and lumber merchandising courses at Michigan State College.

THE CURRICULUM advisory committee of Michigan State College meets annually for a day with college and department heads for an interchange of ideas. A novel feature is that one senior is invited to sit in on the discussions and express the student viewpoint.

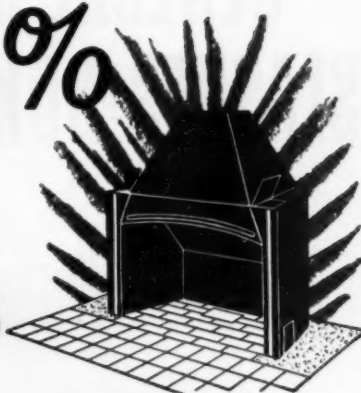
RESULTS are excellent. The need now is for an industry liaison committee to meet at least once a year with heads of some or all of the colleges offering the courses.

WE SUGGEST that NAHB name such a committee for the light construction industry courses, and that NRLDA do the same for the lumber merchandising courses.

DEFINITION OF THE MONTH comes from the sage of Skokie, Illinois, A. J. Epon. He says, "Selling is the art of lending courage and confidence to people who have not been schooled in making up their own minds. You sell them by forcing them to recognize what they want, and then giving them the courage to reach for it."

"**THE ONLY TIME** you ever miss," says A.J., "is when your man is hopelessly incapable of reaching, or when you, the salesman, are not sure of what you have. Then your problem is: Did you try to oversell? Was prospect hopeless? Or didn't you know your product fully?"

SAVE 25% ON YOUR PURCHASES OF FIREPLACE FORMS (Heat Circulating)



GUARANTEED Highest Quality

The Price Fireplace Heater & Tank Corp. gives you its guarantee that Price Fireplace Units are of highest obtainable quality of materials and workmanship.

EXTRA BENEFITS At No Extra Cost

Features available on no other fireplace form:

1. Ductmakers save hours of mason's time.
2. Expansion channels eliminate troublesome mortar joints.
3. Improved design provides increased heat output



PROSPECTS FOR YOU—Shall we send you names of those planning to build new homes? Thousands are asking for fireplace information in response to national consumer advertising.

Gentlemen:

Please rush the following information to me:

- ☐ Send specifications and price list with builders discounts.
- ☐ Send 8½ x 11 book of "100 Fireplace Ideas".
- ☐ Send prices on septic tanks.

Name.....

Street.....

City.....

Number of fireplaces used in one year.....

Number of septic tanks used in one year.....

PRICE FIREPLACE HEATER & TANK CORP.

GENERAL MOTORS PRODUCTION SKILL SLASHES BUILDER COSTS WITH DELCO-HEAT



**Automobile assembly line techniques assure
lower bids from Delco on your heating contracts**

The automobile production line has come to home heating! You can save dollars on every housing unit . . . save up to *thousands* of dollars on every project. Yet, with all these savings, you also gain in sales appeal and customer satisfaction. No other heating plants offer such proved and tested trouble-free comfort. No others offer the sales magic of the General Motors name. No others are so carefully engineered for modern installation in closet, alcove, utility

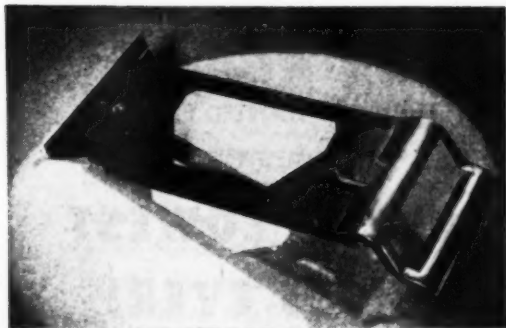
room and basement. High, low or reverse flow models—gas or oil fired—your best bid will always be the Delco-Heat bid. Shown above is the gas fired Conditionair (Model GBC90-H). AGA-approved for close clearance application—only 25" x 25" x 67". Why not call your Delco-Heat distributor today? Or write: Dept. ABH, Delco Appliance Division, General Motors Corp., Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ontario.



DELCO-HEAT

**For a good deal . . .
deal with DELCO**

. . . a complete line of automatic oil and gas fired conversion burners, Conditionair forced warm air furnaces and heating and cooling units, boilers, water heaters and electric water systems.



builder invents device for carrying plywood sheets

With the device pictured above, one man can carry a 4x8 sheet of plywood or wallboard around the job with ease. The tool was invented and patented by builder Ray Packard of Tacoma, Washington, who, as a small operator, does most of his own carpentry work. Finding it quite a chore to lug large sheets of building material, particularly up and down stairs, Packard solved the problem by developing this ingenious carrying tool.

Douglas Fir Plywood Association, through its Plywood Research Foundation, has leased the patent rights from Packard, and now is investigating manufacturing possibilities for making the tool available to other builders.



Carrier is especially helpful when maneuvering large sheets up and down stairs, making it an easy one man operation. Carrier has offset handle so operator can grip the tool firmly and easily



SEPTEMBER 1954

Congratulations from Delco-Heat to Robert Gerholz for his NAHB awards

We at Delco are proud of our association with Robert Gerholz. Gerholz Community Homes in Westgate Park, Michigan, have won top honors in the neighborhood development merit award competition conducted annually throughout the nation by the National Association of Home Builders.

The community also won a second award, honorable mention, in the NAHB new-house-design contest for the excellence of the homes built in this project.

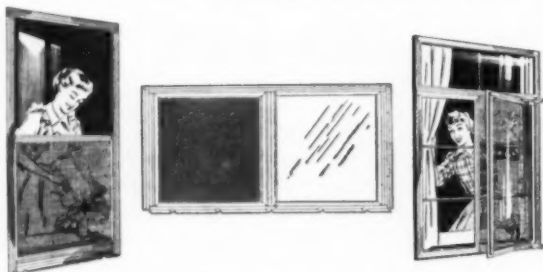
Praise for his beautifully designed 3-bedroom homes and the community, itself, are well deserved. The project contains 800 homes in 12 different styles. These low-cost homes are of contemporary design, simple in approach, open in plan, and informal to live in. And we are more than pleased to have Delco-Heat Conditionairs chosen for the special perimeter automatic heating used throughout this development.



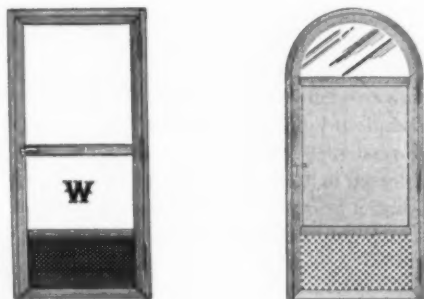
DELCO-HEAT

... manufacturers of a complete line of automatic gas and oil-fired conversion burners, Conditionair forced warm air furnaces, heating and cooling units, boilers, water heaters, electric water systems.

*Make bigger profits
on the homes you build—
equip them with
exciting new
Winter Seal products...*



THERE'S A WINTER SEAL SCREEN & STORM COMBINATION TO FIT EVERY WINDOW—INCLUDING SLIDING TYPE. Offer prospects your homes with genuine Winter Seal all aluminum storm and screen windows — finest quality at lowest cost. Prospects will pay your price—buy faster. They know the famed Winter Seal name.



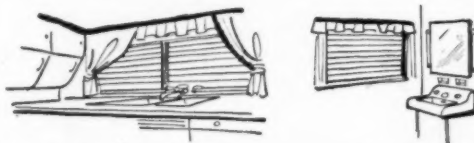
MAKE A GOOD FIRST IMPRESSION — WITH WINTER SEAL STORM DOORS. Open prospect's eyes by having genuine Winter Seal Combination Doors installed. Precision fit is assured by 3 full mortised hinges, limousine-type push button latch. New Round Top Door is one piece all aluminum construction.

THE MOST WANTED EXTRA
ON HOMES TODAY

**NOW AT LOWEST
PRICES EVER!**



A PORCH BECOMES ANOTHER ROOM WHEN YOU PUT **ALUMINUM & GLASS WALLS AROUND IT.** Newly perfected Winter Seal Jalousies, low in first cost, low in installation cost—add saleability to your home. Designed for use in coldest northern climates they are weatherstripped for perfect closure. Special aluminum framed Jalousie door also available.



GIVE YOUR HOMES A DISTINCTIVELY DIFFERENT TOUCH—WITH WINTER SEAL LOW COST JALOUSIE KITCHEN & BATHROOM PRIME WINDOWS. Screen and storm units are available with these Jalousies.

**INVEST
3c
TODAY**

Send us the coupon — or phone or wire — for full information and price data. See how you can sell faster — at better prices.

Winter Seal Corp. Dept. AB-1
Meyers Road, Detroit 27, Mich.
Gentlemen: Please forward full information and price data on Winter Seal Combination windows and doors, and your new Jalousies.
Name _____
Address _____
City _____ Zone _____ State _____



Winter Seal

WINTER SEAL CORPORATION • MEYERS ROAD • DETROIT 27, MICH.
WINTER SEAL OF CANADA, TORONTO 15, ONT.

trade-in selling is here to stay!

An almost unknown art in the home building industry less than two years ago, trade-in house selling has attained recognition as a sound and profitable sales method. Throughout the country more and more buyers are being given the opportunity to "trade-up" to a new and better house. All this has transpired since American Builder published the first article on how to trade—"The Truth About Trade-ins" (July, 1953).

Just fifteen months ago *American Builder* editors, traveling across the country in search for builders engaged in trade-in selling, found them few and far apart. Today, trade-in merchandising has its supporters in every metropolitan center and in many rural areas. And the list of builders using trade-in selling grows daily.

Trade-in house selling does not involve mysterious methods or procedures. It is a sound business technique designed to sell new houses by using the old house, with its paid up equity, as a down payment. Although it is generally agreed that it is best to sell the old house before closing the new house sale, builders who take in old houses find that these transactions are profitable too.

A re-study of trade-in methods reveals that procedures reported in *American Builder* more than a year ago are basically the same. However, trade-in techniques have improved as more and more builders use them. Trade-in operations can be defined as four types.

TYPE I—Straight Trade-in

Here the builder accepts the older house at the up-set price and turns over the new house. The builder, or realtor, then sells the older property at the fair market price. After deducting selling expenses, experience indicates a profit of 5 to 10 per cent.

TYPE II—Trade-in Guarantee

This is the most popular method. Every effort is made to sell the older house before the new house is completed. The builder, however, guarantees that the buyer will receive a certain price for the older house if it hasn't been sold before the new house is completed. The builder usually offers a price of 85 per cent of the fair market value, and guarantees delivery of the new house in 90 to 120 days. The buyer then has an opportunity to sell the house at his own price and, if it is slow to sell, the buyer still has time to reduce his asking price. If the house is sold, the builder is "washed out" of the old house deal. If not, he takes the house at the predetermined figure. Builders find that the system has these advantages:

1. About 90 per cent of the older houses are sold before the new house is completed. (Continued next page)

The collage includes several prominent signs and advertisements:

- Top Left:** "FIRST conventionally built HOME."
- Top Center:** "Finer By Far! TRADES ACCEPTED \$15,450 \$1,500 DOWN" with a picture of a house.
- Top Right:** "OPEN FOR INSPECTION" sign for a house at 4841 W. 41st St., open Sunday 2-5.
- Middle Left:** "SEMI-RAMBLERS" advertisement listing features like "Unique built English basement" and "High vaulted attic".
- Middle Right:** "IF YOU OWN AN OLDER HOME" sign with a "trade-in" offer.
- Bottom Left:** "TRADE DUPLEX" advertisement for a 3-bedroom duplex.
- Bottom Center:** "Model Home Open for Insp" sign for a 3-bedroom brick house at 2945 S. 58th St., priced at \$13,950.
- Bottom Right:** "Your Home Can Be Traded" sign.

trade-in case studies



As selling agent for the building firm of Brune-Harpenau, Earl Franks offered owner of older house a 90-day Time-Limit Trade on the new \$17,500 house. Owner had a \$10,000 equity. Franks sold the older house for \$13,500, \$3,500 down and a 5 per cent savings and loan mortgage. Owner applied all of \$10,000 equity on the new house and carries a \$7,000, 5 per cent, 15-year savings and loan mortgage.

2. Buyers who have inflated notions of the value of their older houses usually adjust their thinking, and eventually will go along with the builder's price.

TYPE III—Time Limit Trade

In this method the older house never is taken in by the builder. A prospect selects a new house and has 90 to 120 days of construction time to dispose of the older house. The builder usually has a tie-in with a realtor who attempts to sell it during the time limit. The realtor's biggest problem is getting the owner to accept a realistic value of the older house. If the old house is not sold within the pre-determined time, the contract for the new house is void.

TYPE IV—Remodeled Trade

Builders have given little attention to remodeling the older house taken in trade. In some instances, builders are doing minor facelifting jobs in the kitchen and baths, and interior painting. Most observers believe that the remodeled trade will become a bigger part of the industry's dollar volume with the advent of slower sales and better financing.

The builder who contemplates adding trade-in merchandising to his operation might well consider certain pitfalls.

Appraisals Are Important

Builders, in general, have a far better knowledge of the new house market than they have of the used house market. It is important that they get professional advice in arriving at the fair market value of the older

house. Many builders use qualified appraisers; most use realtors.

Builders usually offer the buyer a price of about 85 per cent of the fair market value. Luxury houses have been going for 80 per cent of the appraisal, while low cost houses have an up-set price as high as 90 per cent of the fair market appraisal. Recent sales in like neighborhoods of like properties represent the most popular appraisal guideposts in determining the fair market value of an older house.

Let the Realtor Help You

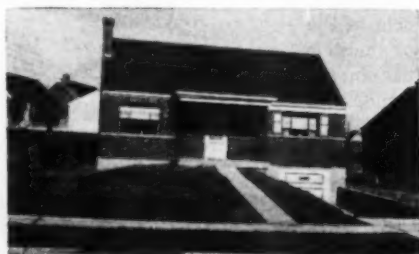
Many builders engaged in trading emphasize strongly the importance of the builder-realtor team. The realtor is familiar with older properties and, in most instances, their financing. Experience shows that he has a better chance of selling the older property before it is time to close the new house transaction.

Financing Is Big Problem

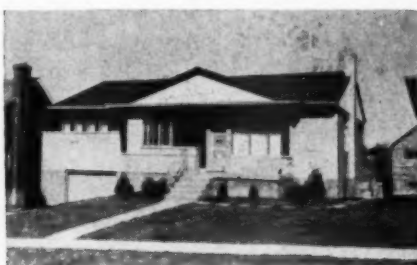
Financing the older house is, at best, a catch as catch can operation, though not one that should discourage builders. In most communities, sales of older houses are many times greater than that of new ones. There is mortgage money available, but not at the same terms as on new construction. Each trade-in deal might require a different type of loan depending on the many circumstances that will affect it.

Builders should be familiar with all Government insured loan programs, as well as bank, and savings and loan conventional mortgages. Builders might also investigate Land Contracts and Second Mortgages, as they

trade-in case studies



Brune-Harpenau traded this new house for an earlier model. Owner had an equity of \$1,500 toward the new \$14,995 house; \$1,500 in cash was added to cover down payment. Older house sold for \$14,500.



The older house sold for \$15,400 against a new Brune-Harpenau \$14,950 house. Owner had \$13,000 equity which was applied toward the new house. Older house sold for cash. The deal was transacted on a Time-Limit Trade whereby the builder agreed to hold the new house for 90 days, while the buyer sold the old house.

are used quite extensively for large, older properties requiring high down payments. Though mortgages for older houses take much more time and are more complicated, builders engaged in a trading program agree it's worth it.

How the FHA Can Help You Trade

Builders can use the conditional commitment of FHA as an aid in the trading process. The builder or broker can obtain, usually before an up-set price is agreed upon, a conditional commitment through the local FHA office at a cost of \$20. With the knowledge that a FHA loan might be obtained for a specific amount, the builder has the necessary information to deal with the owner. The FHA's remodeling trade-in operation, as it stands, has proved unworkable for the builder. Commitments are too low, builders say. They hope new legislation will help this part of the trade-in program.

Why Trade at All

Experts agree that today's home buying potential is tremendous, yet Mr. Average Citizen is spending less of his income for housing. Every industry in this country has based much of its future economy on selling obsolescence—that is, every industry except home building. Rapid developments in home construction and design now make the five-year-old house as outmoded as the five-year-old automobile.

Builders need to bring out a new model each year to create the desire by the home buying public for something better. Trading is the method whereby the public can always "trade-up" to better housing.

Trade-in—A One-Stop Operation

The advent of the trade-in technique completes the one-stop operation that builders have been pointing to since 1947. Years ago a home buyer needed to find a plan, a lot, arrange construction with the builder, find mortgage money, and sell the old house. Today's builder has all of these things to offer the prospective home purchaser. The last step is to help the new home buyer dispose of his old house.

These Builders Are Trading

The building firms of Brune-Harpenau of Cincinnati, Ohio, Trude Land Development Co., Arlington Heights, Ill., and Wesley J. Pack Construction Co., Winston-Salem, N.C., are newer advocates of trading. Each uses a different trading method; Brune-Harpenau employs the Time-Limit Trade, while Trude Land Development Co. uses the Trade-In Guarantee method, and the Pack firm the Straight Trade-In system.

Brune-Harpenau

This firm produces from 200 to 300 houses a year. Earl Franks, Cincinnati realtor, handles the sales of all Brune-Harpenau houses. Because of the large volume of production, the builder and realtor believe that the Time-Limit Trade best fits their needs.

Franks believes that appraisals and financing are the keys to a successful trading operation. He does not use the cube, square, or similar systems. He believes that like property, in like neighborhoods, is the best appraisal method. Said Franks, "We handle enough property to know what it will bring, give or take \$500."



Pack Construction Co. offered owner of older house \$5,500 to apply against a new one selling for \$14,500. Owner had \$1,600 equity; down payment on new house was \$3,200, with difference made up in cash. Builder is renting older house for \$65 per month; assumed GI loan on the property of \$40 per month.

trade-in case studies



Older house was taken by Pack at \$6,000. Owner had \$3,700 equity. New house sold for \$14,000 with \$3,000 down payment and a FHA mortgage. Older house now is rented for \$65 per month; builder assumed outstanding FHA mortgage on older property with monthly payments of \$41.50. Pack uses Straight Trade-in method

Trude Land Development Co.

This concern uses the Trade-In Guarantee plan, and builds about 50 houses a year, including a number in the \$20,000 to \$35,000 price range. The firm found that it was difficult to find buyers with necessary down payments, particularly for the higher priced houses. Nearly all prospects had to sell old houses before buying a new one. And most were reluctant to purchase before selling the old because they did not want to own two houses.

Trude's trade-in guarantee operation gives the buyer 90 days to sell the old house, using the realtor of the buyer's choice. His guarantee, if the house is not sold, is 85 per cent of the current market value. He appraises the property and double checks it with a local realtor and a tentative commitment from a local lending institution. The builder completes the house in 150 days, and takes in the old property at the end of 90 days. This gives him 60 days in which to sell it.

Trude has been trading for a year (claims he obtained his first clear picture of trading in the *American Builder* article of July, 1953).

Wesley J. Pack Construction Co.

This builder estimates that 50 per cent of his business involves trading; says it keeps his volume up. For the most part, he uses the straight trade-in operation. He will allow a prospective buyer "x" number of dollars for the old house. When buyers believe the builder is not offering enough on the old house, Pack will try the trade-in guarantee method; lets the buyer try to sell the house at the figure of the buyer's own choice. Pack says that most of the time "we get the house at our original offer."

Pack holds and rents the less expensive older houses (those under \$7000), disposes of those over \$7000. He believes that financing is the most important part of trading. "You can sell anything if you can get it financed right."

The builder uses various financing methods. He will sell to a renter of an old house taken in trade, usually on a Land Contract. When the existing balance equals the mortgage amount, the buyer takes over the property. Pack also uses VA, FHA and conventional loans.

Detroit Realtor Starts New Trading Service

The realty firm of Morrison-Heugh Co. in Detroit, Mich., has added a builder trading service that promises to start a new trend. This company organized the Assured Equities Corp. which will buy trade-in houses if they have not been sold prior to closing of the new house sale. Builders can go along on the trade-in plan with this realty firm and are assured they will get the money on the new house when it is completed.

When a buyer signs a contract for a new house, he has the option to use the first 60 days to sell his old house, or have his own broker sell the house. If it is not sold in the 60 days, the realty firm reserves the right to list it in the next 30 days. If it is not sold in the 30-day period, the firm buys the house at the previously agreed upon up-set price.

Morrison and Heugh use FHA conditional commitments as a check on the appraisal if time permits. Otherwise, they use their own appraisal. They will not accept a house that does not qualify under FHA. The firm also is a member of a Multiple Listing System. All trade-in houses are listed with this system.

Real Estate

5-27-54
Home Owners
Attention

TRADE IN
YOUR HOME
ON A NEW
ONE

WHY NOT?

When you need a car or a radio you make a trade, don't you? Then why not trade that older home that you have outgrown for a NEW one that we will build to meet Your Needs.

We Are
CUSTOM
BUILDERS

and will build a NEW HOME for you on YOUR LOT with YOUR PLANS or we have many lots available, and over 40 different plans to choose from. We appraise your home and will make you a TRADE-IN GUARANTY if your home qualifies. The amount of the guarantee will then be applied against the cost of the new home that we will build. By this method you eliminate a possible sales commission and the worry of selling your home and are assured of sufficient money to pay down on the new home even before selling it.

Drive To Arlington Heights and Let Us Explain Details of This Trade-In Plan

Have you a photo, blue print or sketch of your present home? No obligation on your part to hear our plan.

Our Homes Priced from \$19,000-\$35,000

Trude Land
Development
co.

714 S. State Rd., Arlington Hts.

Phone CL 3-0430
or CL 3-5557

Trude Land Development Co. places this ad in the local newspaper each month. The firm receives an average of 50 calls, enough to keep the sales staff busy all month

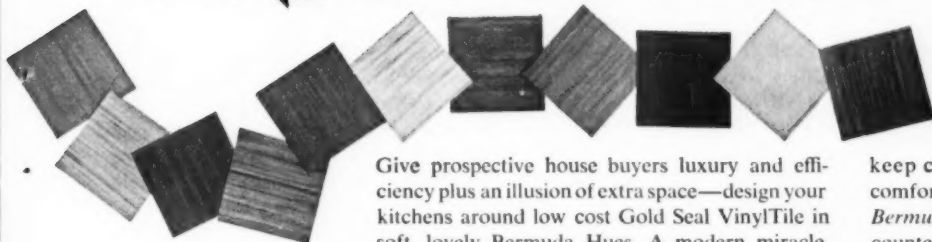
AMERICAN BUILDER

*For a practical kitchen
with a million dollar look*



The points of the stars are made simply by slicing a tile diagonally. Seafoam White complements Mid-Ocean Blue, and both are carried right up the wall. Countertops: Pembroke Yellow.

specify **Bermuda Hues** in Gold Seal
VinylTile



Give prospective house buyers luxury and efficiency plus an illusion of extra space—design your kitchens around low cost Gold Seal VinylTile in soft, lovely Bermuda Hues. A modern miracle, Gold Seal VinylTile gives you an impressive list of selling points. It resists everything from dirt to acids and alkalis... won't pit or scar under grease. It's easy to clean and

keep clean...long wearing...resilient, quiet, comfortable under foot. Gold Seal VinylTile in Bermuda Hues (harmonized for floors, walls and counter tops) turns an ordinary kitchen into a showpiece. Approved for on-grade installation even over radiant heat. Standard gauge, 9" x 9" tiles. For samples and technical information write: Architects' Service Department.

Cooperating with

Better Homes
and Gardens
Home for
all America
Program



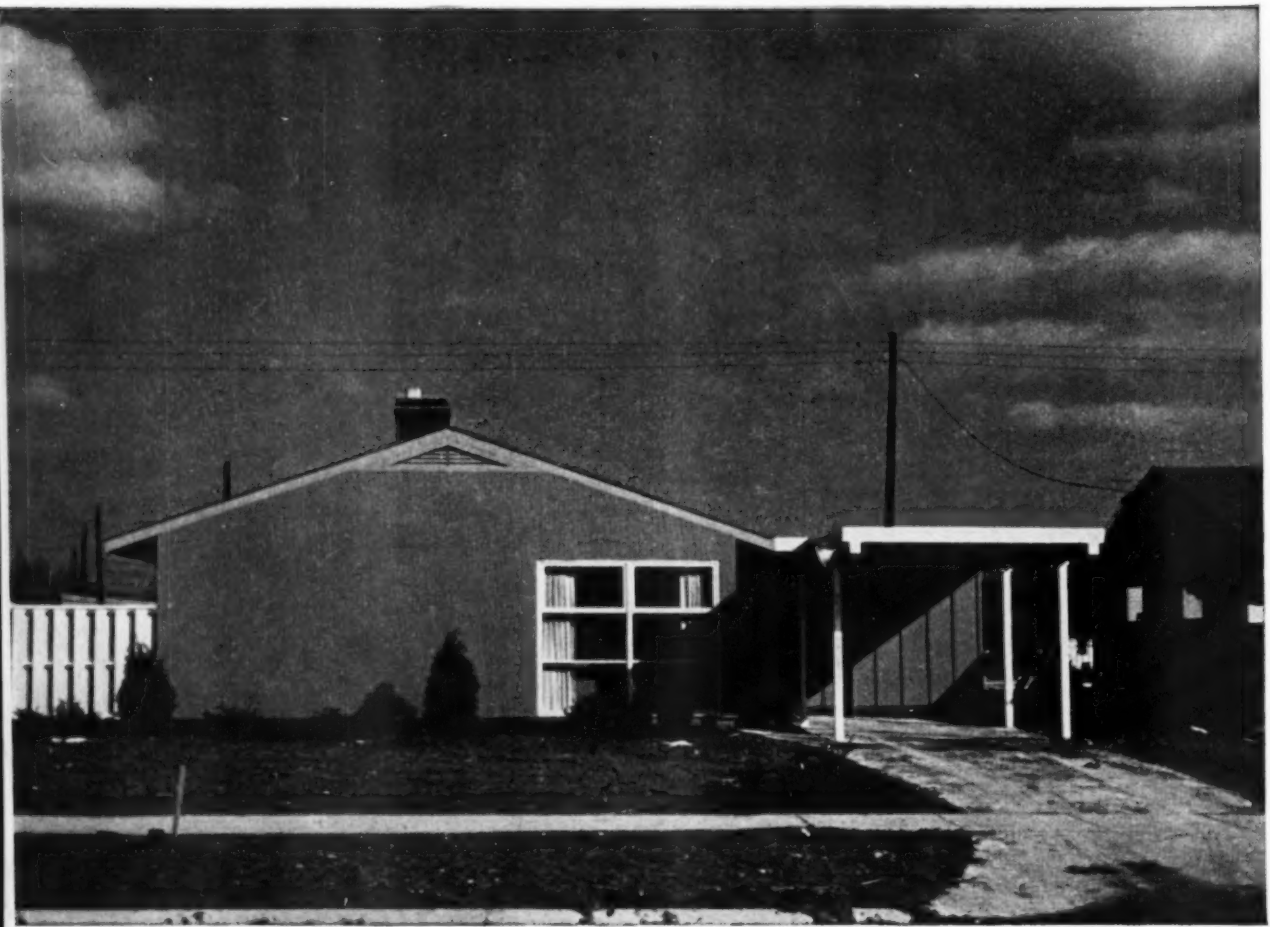
See our products in these
homes across the country



GOLD SEAL® Floors and Walls

Satisfaction guaranteed or your money back. Your Gold Seal dealer is listed under "Linoleum" in your classified phone book. CONGOLEUM-NAIRN INC., Kearny, N. J.

LINOLEUM • VINYL INLAIDS • CONGOWALL® • RANCHTILE® • LINOLEUM TILE • VINYL TILE • VINYLBEST TILE • CORK TILE • RUBBER TILE • ASPHALT TILE



Siding for front elevation is striated redwood, painted. Asbestos board and battens are used elsewhere. House will fit on 50-foot lot

inside-out design is simple,

How can more living be built into a low-cost house which seems destined by rising costs to shrink in size? How can costs be conquered and a house created that is pleasing to live in and good to look at?

When Gerholz Community Homes, Inc., decided to develop their Westgate Park community of 300 houses in Flint, Michigan, they enlisted the aid of architect William K. Davis to help answer these questions.

Robert P. Gerholz, head of the building firm, knew what he wanted. He wanted a house that would answer these questions, still would lend itself to suggestions for a variety of choice as to

exterior design and interior room arrangement.

He wanted a contemporary design. Convinced of the practicability and eventual popularity of carports and slab floors for a basement-minded and architecturally conservative Flint, Gerholz needed a house that would have plenty of storage above ground to take the place of a basement.

Davis' drawing board solution: Design each house from the inside-out. Let the exterior design be a natural consequence of the demands and functions of the interior layout.

Recognize the demand for informality of living. Keep the plan open—intuitive



AMERICAN BUILDER BLUEPRINT HOUSE

BUILDER:

Robert P. Gerholz
Gerholz Community Homes, Inc.,
Flint, Michigan

ARCHITECT:

William K. Davis & Associates,
Ann Arbor, Michigan

SQUARE FOOT AREAS:

House (full area)	1,137
Carport (1/3 of area*)	85
Total square foot area	1,222

COST PER SQUARE FOOT \$10.50

* For computation purposes, the carport area is considered as fractional so that its cost will be in ratio with the house.



Photo: Frank Fulkerson

open, informal

to the desire for outdoor living. Use sliding doors between the kitchen and dining areas for privacy or for sociability. Suggest terrace areas. Emphasize the carport as a covered porch.

Keep the design simple. Use one standard window size for harmony of the exterior appearance, but use multiples of this standard size to fit the light and air needs of the interior living areas.

Give the customer, not what he thinks he can buy, but what he dreams of owning. Give him double glazing. Give him three bedrooms, the possibility of a fourth. Give him plenty of closet and storage space. Provide a disappearing stairway to attic storage. Provide for a



Corner fireplace is focal point of living room dining-ell areas. Customer has choice of cotton carpeting (as seen above), oak parquet or tile flooring

MORE



For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

**For details,
see Gatefold Blueprint
—Materials List**

multiple-duty room off the living room for study, storage, utility or guest.

Give the customer a bath and a half, a disposal unit, a fireplace. They found the fireplace was not too much of a luxury. They fabricated one of reinforced concrete at the site to cut the cost.

Conquer part of the cost problem with certain design features. Design the house on a 16-inch module. Design the roof so that 40 sheets of plywood will cover it exactly without the necessity for any cutting.

Design the door frames of 2x6's so that the buying and installing of casings is unnecessary. Rabbet the 2x6 door frame so that drywall sheets can slip into the door frame itself with no casing required.

The result is a house designed from the inside out. It is simple in approach, open in plan and therefore informal to live in. The National Association of Home Builders awarded it and Westgate Park its National Award of Merit in recognition of excellence for residential planning and design and for community development. For more of Westgate Park houses and the award-winning community see pages 78 through 81.

View from dining area into kitchen. Sliding doors, at right, are Japanese inspired. Called "Shoji" doors, plastic patterned material is stretched on framework, is translucent. Door from dining area opens on terrace for outdoor dining

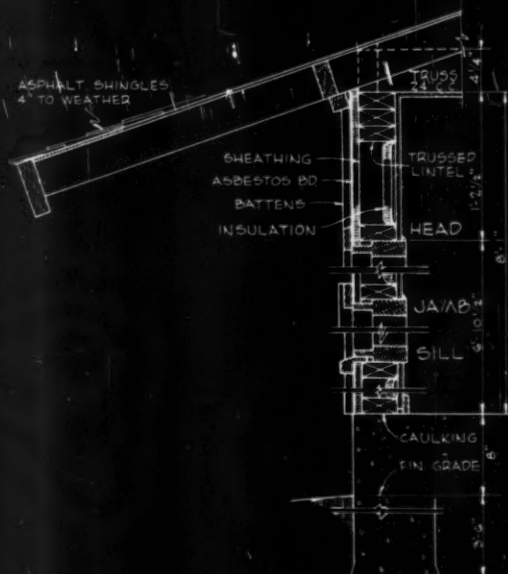
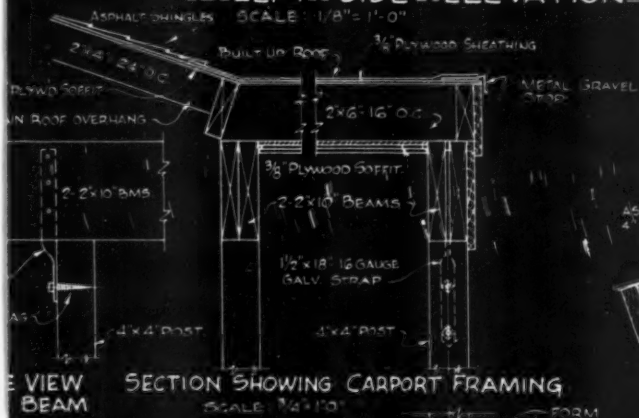
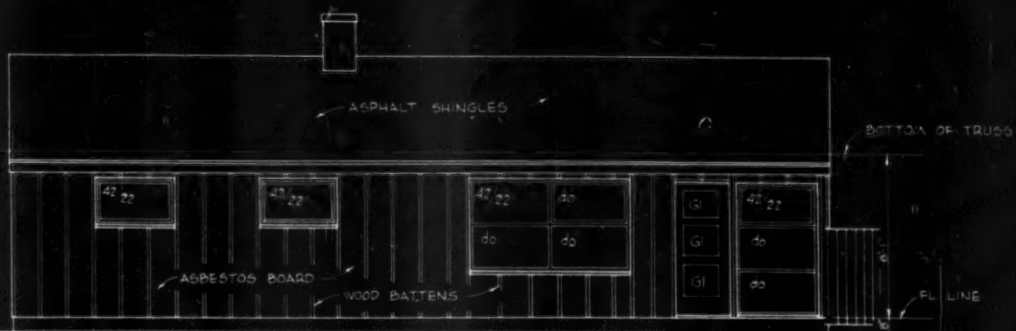
BRAND NAME PRODUCTS USED

American-Olean ceramic tile
Bulldog pushmatic circuit breaker
Callaway Mills cotton carpeting
Cole Automatic stove hood
Devoe paints
Delco heating unit, thermostat
Douglas Fir plywood
Flush Wall radio
Flintkote roofing
G-E mercury switches
Handley-Brown hot water heater
Homasote asbestos board
Holpoint disposal unit
Huntington disappearing stairway
Kentile floor tile
L-O-F fiber glass insulation
Mangel storage walls
Miami-Carey dryer heater

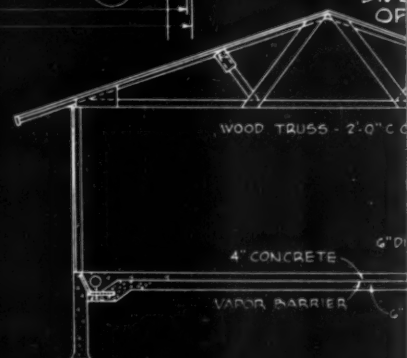
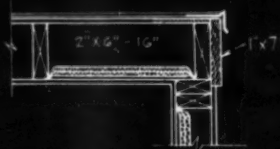
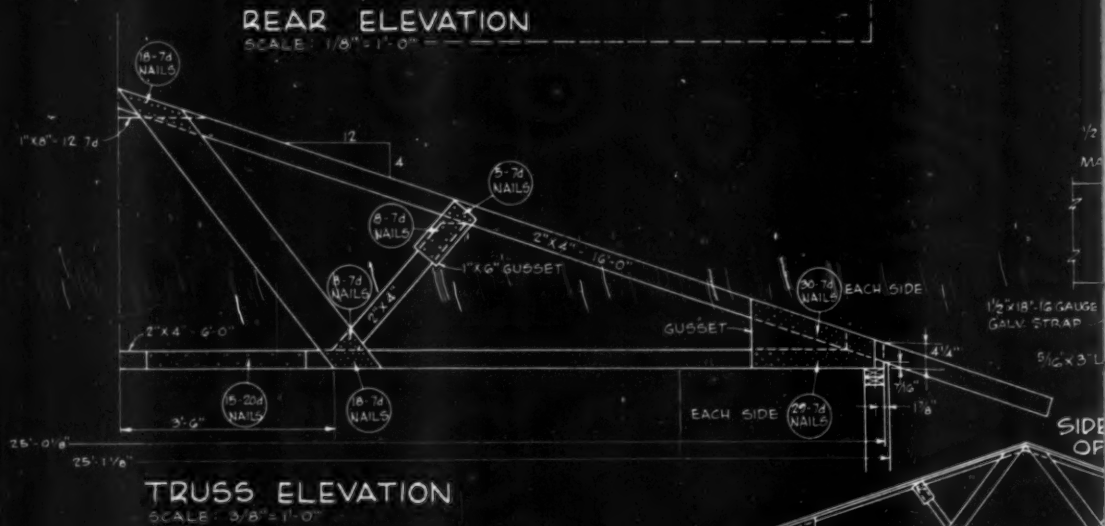
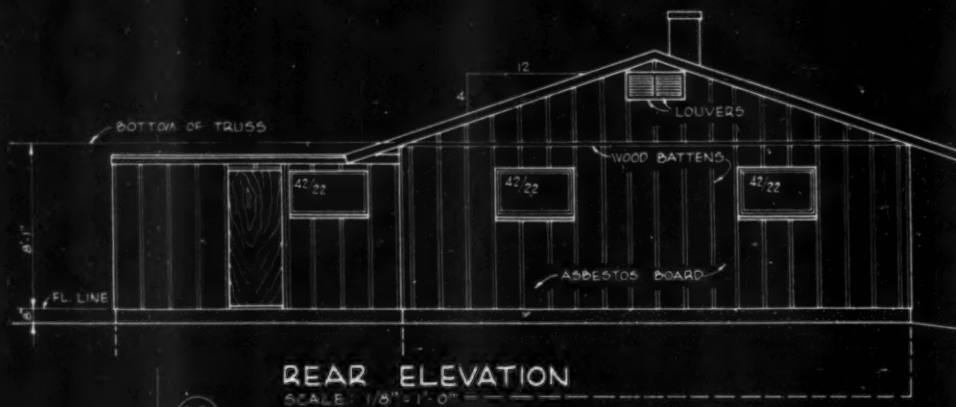
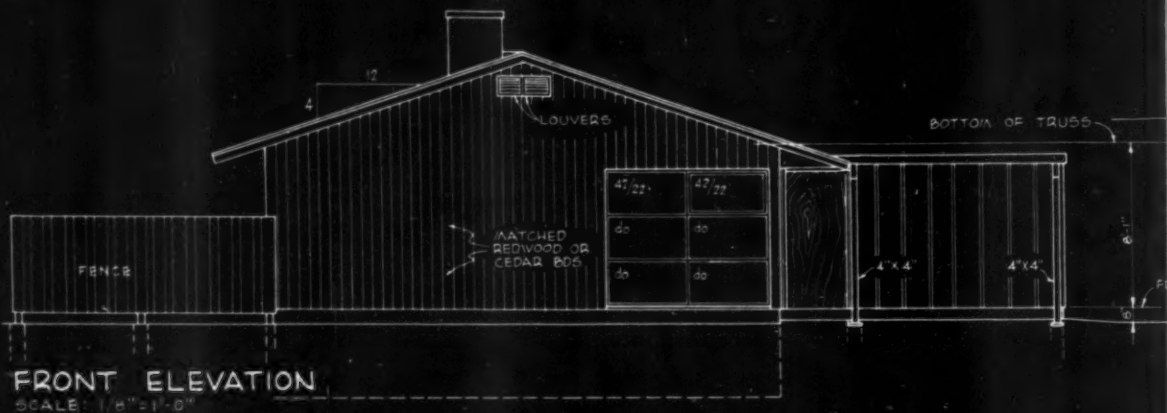
Nordahl sliding door
Palco striated redwood
Pegboard
Polystyrene Synskin for shoji doors
Prescolite electric fixtures
Pryne ventilating fan
Schlage hardware
Schwitzer-Cummins attic fan
Standard Cotton Products insulation
Standard plumbing fixtures
Teco trusses
Telechron electric clock
Thermopane window glass
Thermopanel window frames
Twinette medicine cabinet
USG drywall and Gyplap sheathing
Vis-Queen vapor barrier



AMERICAN BUILDER



CONC. FOOTING DETAIL



PULL OUT FOR FLOOR PLAN

Quantity List of Materials

For American Builder Blueprint House No. 211

Wm. K. Davis & Associates, Architect

General Information

House — Type	Frame
Area	1,137 sq. ft.
Cube	11,500 cu. ft.
Utility Room	1,031 cu. ft.
Total Cube	12,531 cu. ft.
Average height taken for cube was: house—	
11 ft. 6 in.; utility room—7 ft. 6 in.	
Carport—1/3 of area	85 sq. ft.
Total number of square feet	1,222 sq. ft.

Excavating

Trench for foundation	180 lin. ft.
Chimney and column footings	1 yd.

Cement Work

Foundations	420 cu. ft.
Concrete work	1,400 sq. ft.
Thickness	4 in.
Anchor bolts	40 — 1/2"x10"
Miscellaneous	washed gravel — 25 yds.

Masonry

Type	brick
Chimney	18"x29"x14'0"
Flue lining	1 — 8"x8"
Cap	1 — 10" dia.
Fireplace	cement
Throat and Damper	1
Lintels	8"x4"x1/4" angle

Iron Work

Miscellaneous — hooked rods for chimney 8 — 1/4" dia. x 21"x39"

Millwork

Windows — Type	awning and fixed
Awning	11 — 42"x22"
Fixed	10 — 42"x22"
Exterior doors	wood
Sash door	1 — 2'8"x6'8"x1 3/4"
Slab doors	1 — 3'0"x6'8"x1 3/4"
	1 — 2'8"x6'8"x1 3/4"
Exterior Millwork — fence	35 lin. ft. 5'0" high
Louvers	2 — 16"x32"
Interior doors, including jambs and trim	
Sliding doors	2 — 2'8"x8'0"x1 3/4"
	6 — 2'0"x6'8"x1 3/4"

Swing doors	4 — 2'6"x6'8"x1 3/8"
	2 — 2'2"x6'8"x1 3/8"
	2 — 1'6"x6'8"x1 3/8"
	1 — 2'0"x6'8"x1 3/8"
Sliding Panels	1 — 3'0"x8'0"
	1 pr. — 3'6"x8'0"

Special interior millwork

Stairs	1 set disappearing type
Fireplace mantel	special angle iron

Carpentry

Beams and Girders	4 — 2"x10"x20'0"
	4 posts — 4"x4"x10'0"
Foundation plates	180 lin. ft. 2"x4"
Bridging	3 — 2"x6"x12'0"
Studding and plates	250 pcs. 2"x4"x8'0" studs
	660 lin. ft. 2"x4" plates
Roof rafters	24 — 2"x6" — 14'0"
Roof sheathing	1,400 sq. ft. 5/8" plywood
Side wall sheathing	1,400 sq. ft. 3/4" composition
Side wall materials	
Battens	100 pcs. 1"x2"x8'0"
Asbestos board	970 sq. ft. 1/4"
Redwood or Red Cedar D&M Bds.	350 sq. ft.
	of surface measure
Flooring — Asphalt tile	1,000 sq. ft.
Exterior material	
Soffits	90 lin. ft. 2"x6"
	90 lin. ft. 2"x4"
	90 lin. ft. 2"x2"
Fascia and soffit	100 lin. ft. 1"x8"
Insulation	double thick — 12,535 sq. ft.
	regular thick — 1,400 sq. ft.
	1" thick perimeter — 360 sq. ft.
	vapor barrier — 1,600 sq. ft.

Sheet Metal

Flashing	65 lin. ft. gravel stop & G.I. at chimney
Miscellaneous	4 #16 gauge galv. straps 1 1/2" x 18"

Roofing

Type	built up — asphalt shingles
Area	17 squares

Interior Walls & Ceiling

Area to be covered	15,300 sq. ft.
--------------------------	----------------

● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.

Experts thought that the Westgate Park houses in Flint, Michigan, were excellent. The Gerholz subdivision was cited by the National Association of Home Builders for its fine community development—its houses for their "residential planning and design." Now sales records show that customers liked these houses too.

why do customers like these

Because design of houses is simple—no fussy ► designs that are hard to maintain

Because of use of attractive screening or fencing

Because each house has a carport when most houses today are sold with no shelter of any kind for car

Because carports offer excellent covered outdoor living areas on days when car needs no shelter

Because lots are ample. 65-foot wide lots are average; lots wider than this are typical



◀ Because of attention paid to desire for informality of living. Plans for terraces are a part of each house design. Customers can get expert help from builder as to ideas for terraces—how to build them, extend them, make more attractive

Because customer can get expert help from a landscape gardener through a package deal arranged by builder. Customer can choose one of six landscaping plans for \$100, or can buy shrubs through builder, at cost, with architect's advice as to where to plant

Because informality of living is recognized in- ► doors as well as out. Dining areas are generally in ell off living room. Kitchens can be part of dining area or shut off. In this way dining and kitchen areas can be expanded or restricted

Because outdoor dining is provided for off kitchen and dining areas, forms a natural outdoor extension of indoor living areas



houses?



Because houses are luxury lined. Because kitchen, heart ► and soul of a house for customer's wife, is ample, convenient to work in, pleasant, has plenty of cabinet space.

Because wiring is geared for the many appliances customers have learned to need. Because builder offers an accessory group deal for kitchen-laundry; presents customers with four different price groups from which they can choose, each of which includes range, refrigerator, washer, dryer. Because kitchen contains built-in radio, clock; bathroom has heater-dryer. Fan in attic exhausts hot summer air



◄ Because each house is color-styled both on the exterior and on the interior by a professional interior decorator. Color styling on exteriors of all houses makes each one harmonious with others in block, yet each is different

Because builder's model house is handsomely furnished ► to show off best features of house. Model house is never overfurnished. Builder has his own stockroom of furniture of simple design that fits any of his houses; moves furniture to new model house as houses are sold. Above, same furniture is used as is used in house at right

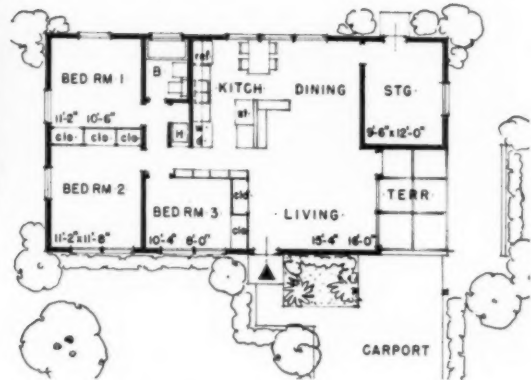


why do customers like these houses?

because floor plans and elevations offer variety, individuality



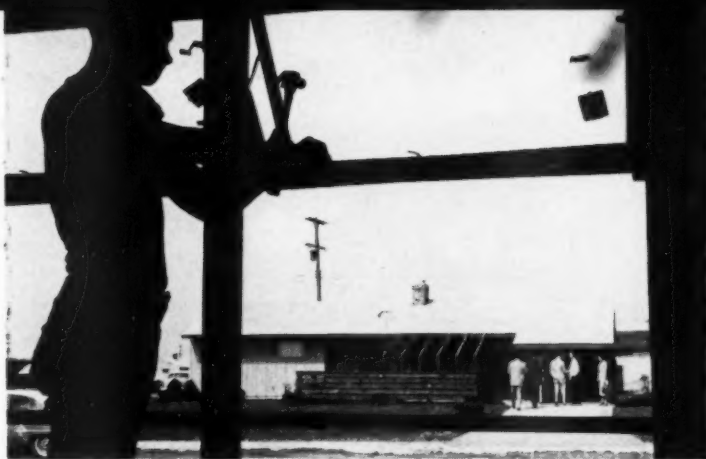
Because each house has plenty of closets, storage space—150 square feet in multi-purpose room, 150 in attic. Because this house plan, below, is spread across lot, allows for deeper back yard. This is a variation of the blueprint house shown in color top of page 71



Because house plan is easily flopped over like one at right if customer wants living rooms at rear of house. Living rooms can also be at front of house as in blueprint house shown in color previously. To reverse plan requires little change in construction routine

Because houses lend themselves to basement treatment, see plan at left, as well as to one-floor slab treatment. A basement house requires as few changes as those shown



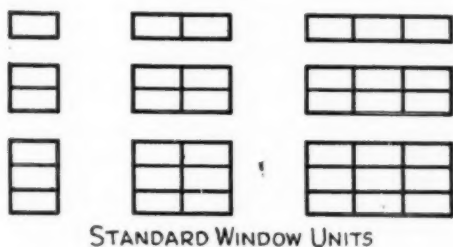


Because every house has double glazing. Customer never needs to hang storm windows. Because builder and architect are sensitive to customer wants, so customer has greater chance of getting the kind of house he would like. House seen in background has exposed beam ceiling because customers showed interest in such a house. (This house is shown in color on page 71)

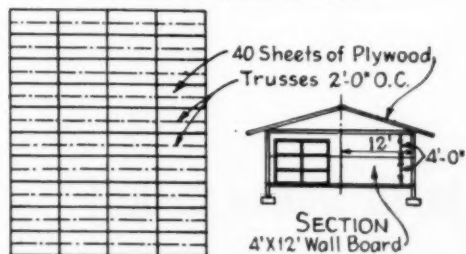
Because builder can show customer that his personal preferences can be realized. Houses are planned with or without fireplaces; either for one bath or for bath and a hall; for laundry in multi-purpose room, in kitchen, or as in plan of house with exposed beam ceiling, at right, in the hall near plumbing of kitchen, baths



because houses are pre-engineered to cut costs

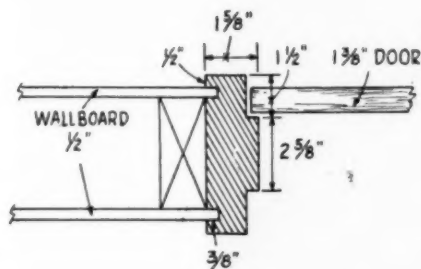


STANDARD WINDOW UNITS



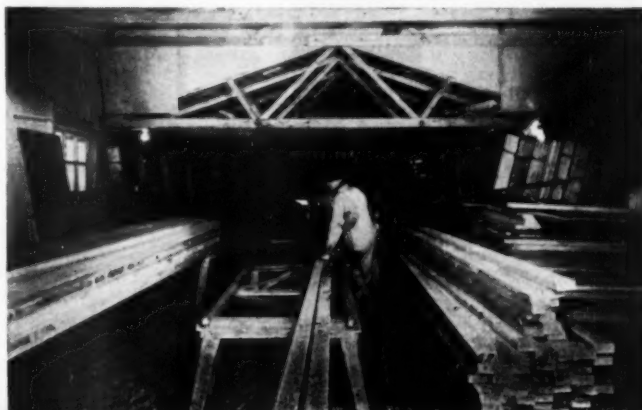
ROOF PLAN

Because one standard window unit is used, never varied except to use multiples of that unit. The result is a harmonious and unified exterior design, functional arrangement of air and light for the interior. Because 40 sheets of 4x8 plywood fit exactly on roof without any cutting. Because 4x12 sheets of wallboard are used, thus reducing number of seams, and time it takes to tape them



Because door frames are cut from 2x6's, (see above) require no casings

Because efficiency is increased by an on-site shelter where jobs like cutting, assembling trusses for houses can be done on a year-round basis



building on hillside lots

Many builders have ignored the consideration of the use of hillside lots as building sites when they might well have sought them as prize locations for the building of houses. They overlooked them in favor of level sites because hillside building was thought to be too difficult or too costly.

But building sites convenient to transportation, schools, stores, etc., are becoming more difficult to find today. Lots, which, in the past, were shunned, have become worthy of reevaluation. Hillside lots are often closer to town than are level sites, and they are often more attractive in price.

To build intelligently upon them requires careful pre-planning, both as to land preparation and as to the design of the house itself.

Good planning is a requirement for the building of any house, whether on a level site or on a hillside. But the importance of careful consideration of the building of a house on a hill is greater, because the hillside house planned and built intelligently offers advantages that a house on a level site can never attain.

To ignore these advantages that a hillside can offer the design of a house, means that both builder and customer have been short-changed.

how to fit house to hill

Building on hillside makes possible enjoyment of view, admission of light and air at lower levels. Moderate slope lends itself well to split-level. Decks and terraces can become logical components of house. Placement of garage need not be a problem. Separate it from rest of house on upper level, or put garage in basement.

AMERICAN BUILDER



Edgewold photos: Laurence Williams

- Hillside house can be perched to look out over long distant vistas, or it can be placed so that view of tree tops offers seclusion.

- Hillside houses, though placed near each other, gain feeling of privacy—house overlooks others, has unobstructed horizontal view.

- You will get more light, more air in basement areas. Basement can be used for garage, playrooms, extra bedrooms. With full-length basement windows, doors, basement becomes fully livable, creates more living space for same price.

- You can use decks and balconies—"second-story terraces"—another added feature creating customer appeal.

- Hillside houses lend themselves well to use of various levels for living, entertaining, privacy, quiet. Split levels fit well on gentle slopes.

- With added living space acquired in light, airy first-level rooms, less land is needed for house than would be used for one-story house on one level; added garden, terrace areas are possible—lot looks bigger.

- Excavation and excessive grading is not always necessary or desirable when home is designed to fit hill. Grading lot to fit a house design can be expensive, eliminates many advantages otherwise possible. Desire to create level lot on hillside by filling in areas is not often necessary, is expensive particularly if retaining walls are required.

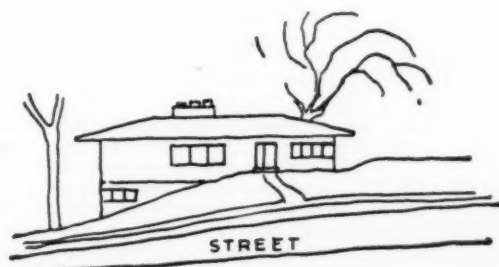
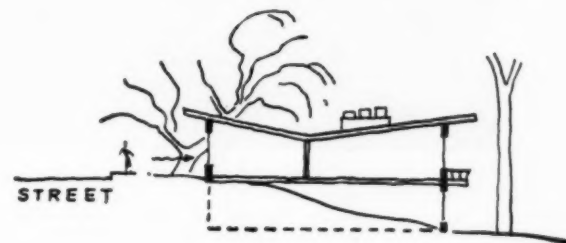
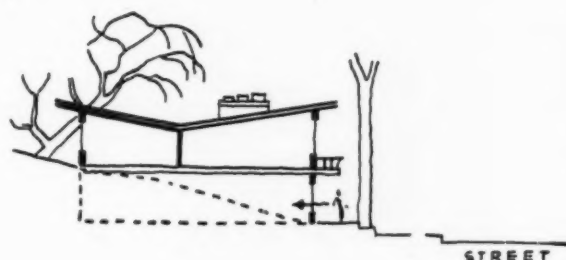
- Hillside house, planned for its site, looks different than level site houses, offers greater variety in design, living areas. It appeals to customers because hillside house appears to have more space between it and its neighbors than do houses built upon level terrain.

- Planning house for hillside location encourages fresh thinking to create new and interesting design.



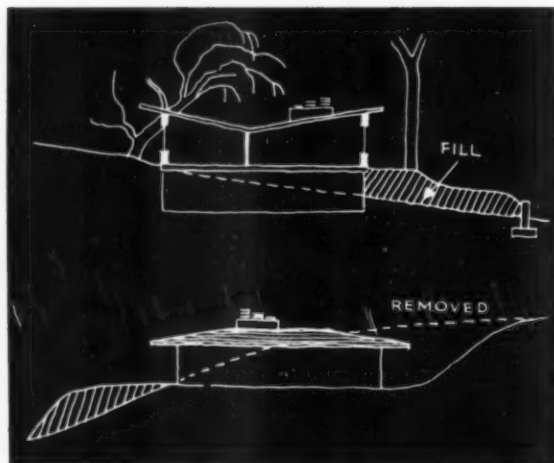
Declared unuseable by builders in past years because of the rugged topography, builders Seal and Turner of Media, Pennsylvania, thought otherwise, developed "Edgewold" with houses planned to fit hilly terrain, saved trees and placed houses on lot to take in view. Grateful customers flocked to buy. For more of Edgewold, see following pages.

Uphill lot (street below), downhill lot (street above), and lot with street cut in side, are basic hillside lots.



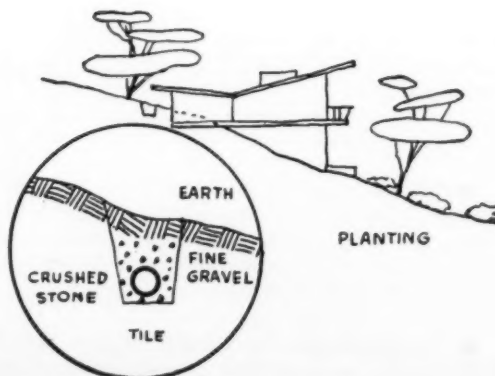
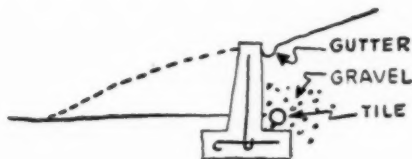
hillside building

House planned for level site looks, works well when placed on proper lot. Same house placed on hillside shows no thought to new site conditions, becomes hard to live in. Garage has unnecessarily clumsy approach. Basement windows are pinched, ugly—basement can be nothing but basement. Sales appeal could be greater with recreation room, study or bedrooms on the lower level. Garage also could be placed at lower level providing space for another room upstairs. Window placement is important in creating horizontal lines to make house hug ground.



▲ House planned for level site seldom works well on hillside without replanning. Leveling of lot by filling lessens possibility of creating living space in basement. Grading and filling for a building planned for level site is expensive; filled portion has steep grade and is likely to erode. Retaining wall might help, but would be expensive.

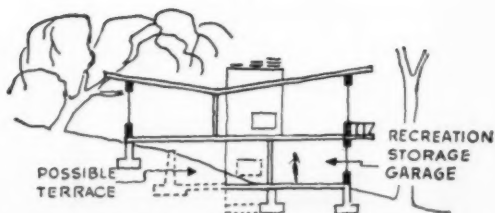
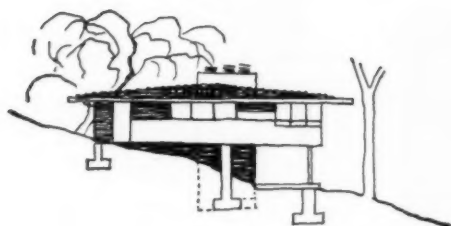
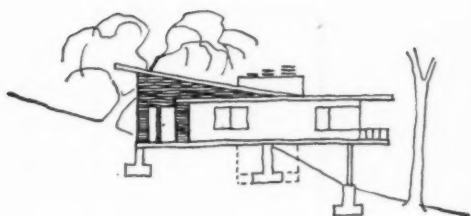
If retaining walls are needed, build as shown at right. Reinforced and 8 inches thick, walls hold dirt up to 4 feet high. Stepped foundations are good as to strength, but pier and post, inverted truss construction is cheaper, can be used to advantage. Hillside drainage is important. Drainage channels may be necessary to take care of run-off water.





Photos: Tom Burns, Jr.

▲ Inverted trusses are used to support Nye house at Eugene, Oregon. Under-portion of house is unused. Norris Gaddis is the architect.



SEPTEMBER 1954



▲ Upper portion of trusses form interesting pattern along balcony leading to deck-terrace which is supported by piers and posts.

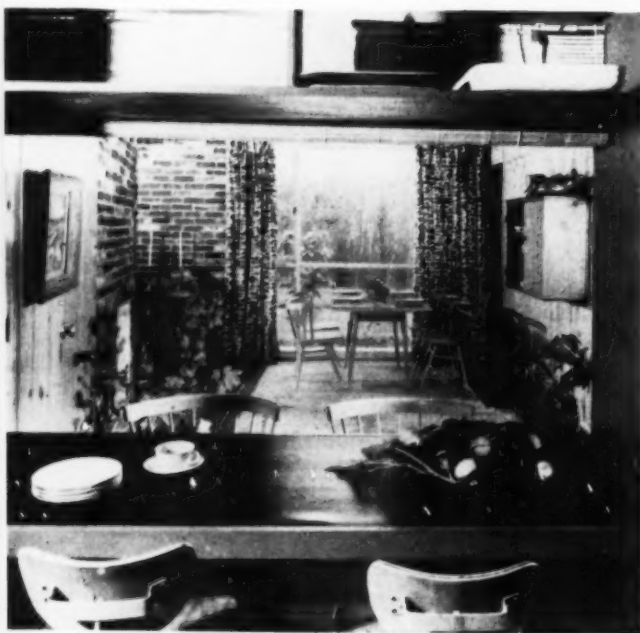
Hillside houses can make living versatile. With house anchored at one end into high side of slope, use pier and post to support house on low side. Such a plan ignores use of space beneath. Next drawing shows how this space can be transformed into covered terrace or screened porch area. Third development of space beneath house could include the replacement of piers and posts with an enclosed room which would support house on low side of hill. Room created could be used for recreation, storage or garage. Covered terrace could be created by digging into hill under house; using a retaining wall, would be more expensive than building terrace out to right.

hillside building

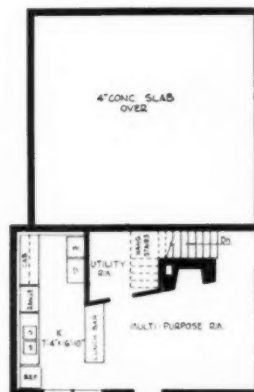
levels for hillside living



Model 4, one of five models designed by Architect M. Goodman for the Hollin Hills, Virginia, development of Robert C. Davenport. Hollin Hills' rolling terrain, almost precipitous in places, encouraged inventiveness in design of the five models, each of which, with certain variations, will meet almost any contour problem.



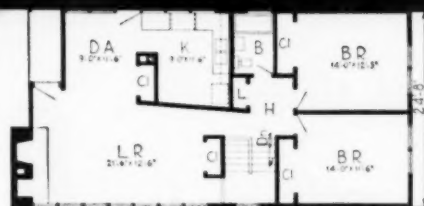
Model 4, shown above and at right, is a tri-level house. The first level, consisting of kitchen, utility, dining and multi-purpose areas, is a logical entertainment center. Quiet zone is on second level for bedrooms; living, study area is on third. Zones enjoy privacy from each other, yet work well together as to circulation. House sells for about \$24,000.



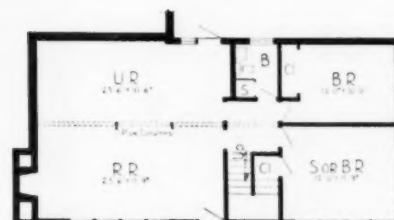
AMERICAN BUILDER



Hollin Hills photos: Robert Lautman



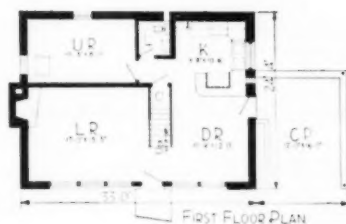
FIRST FLOOR PLAN



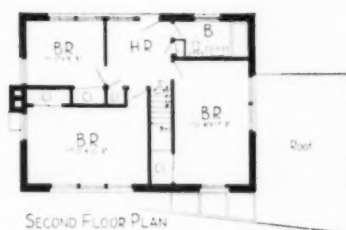
GROUND FLOOR

Model 2542LB, above and left, is another Hollin Hills hillside model with more than one living level. Extra bedroom, study, and recreation room are feature advantages of first level. Fireplace and nearly 20 feet of full-length windows in recreation area give impression of twice as much living space as found in level site houses. This model sells for about \$22,500.

uphill downhill houses—

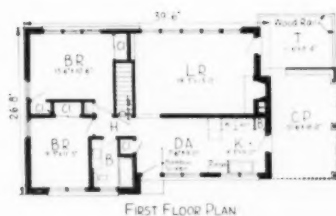


FIRST FLOOR PLAN

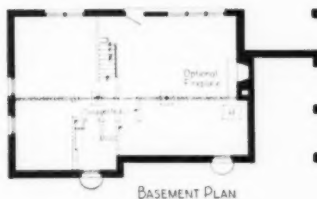


SECOND FLOOR PLAN

Houses planned for Edgewood, near Philadelphia, had uphill, downhill models designed by architect George Hay. Uphill model (left), with entrance at first level, sold for \$15,300. Downhill model (below left), with entrance at second floor, sold for \$14,300. Photo of uphill model is shown below.



FIRST FLOOR PLAN

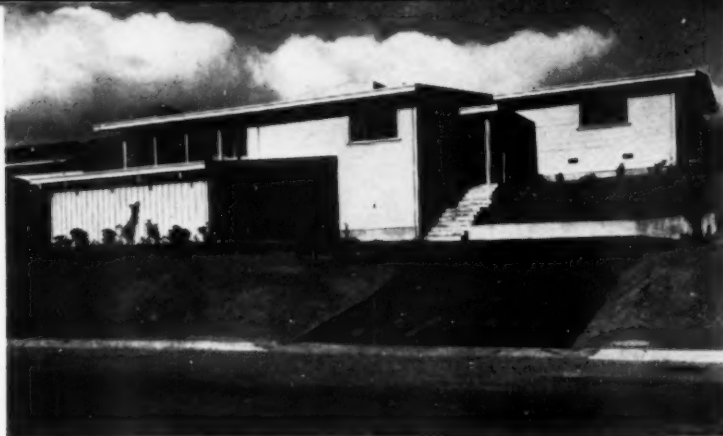


BASEMENT PLAN



hillside building

to grade or not to grade?



Two architects were asked to each take a lot in Palo Alto, California, and plan hillside houses to determine how best to build on a hillside. Architect William Hempel decided to plan a house to fit the hillside with minimum grading. His grading costs were about \$250. His house, above, is planned for three levels. House can be built on downhill lot as well as uphill by reversing stairs.

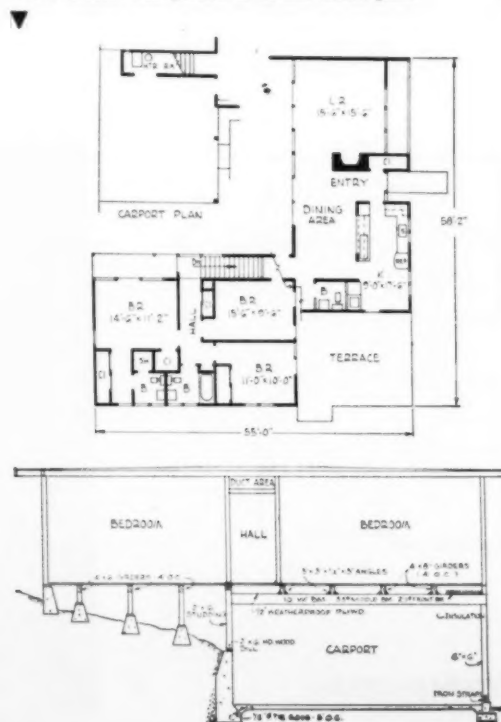
Architect Paul J. Huston cut into hillside to fit requirements of a prepared plan. His grading costs were about \$1,500. His house, below, makes use of post and pier supports, two-level plan. Steep slope at rear of lot is result of grading, required retaining walls of masonry, wood.

Exclusive of land, Huston house cost about \$17,500, Hempel house about \$18,300. Alland Levy, contractor for both, feels, as a result of experience, that it is better to conform house to lot in average cases. Building that way usually costs less than doing excessive grading.



▲ This house was planned to fit natural slope of hillside—

Here, hillside was graded to fit this house plan—



Photos: Robert Cox



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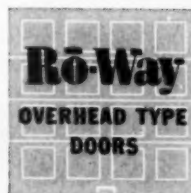
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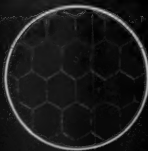
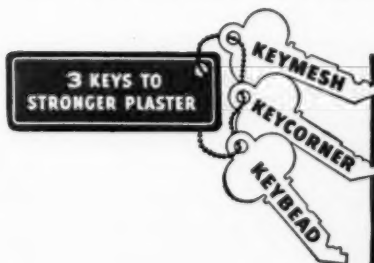
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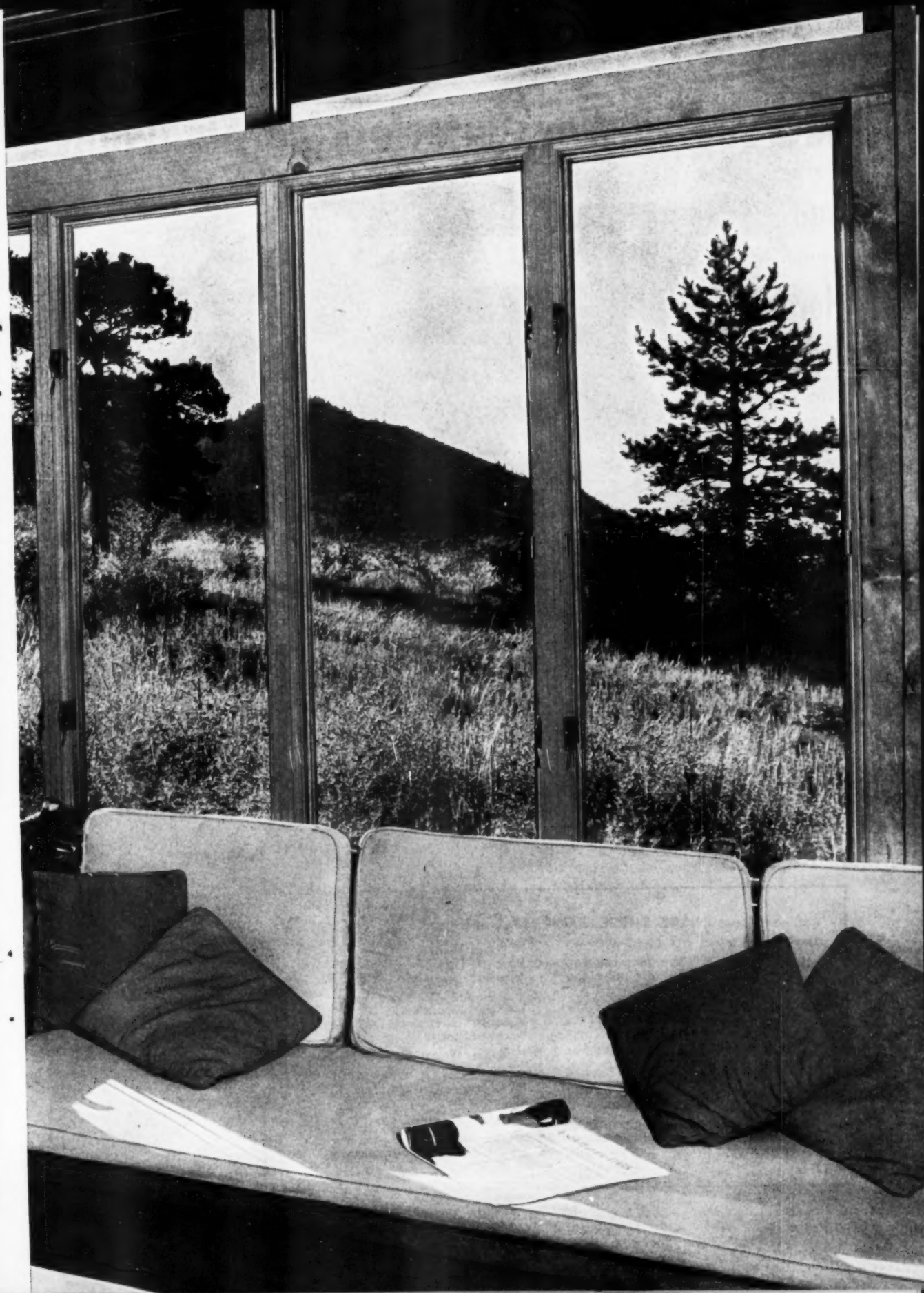
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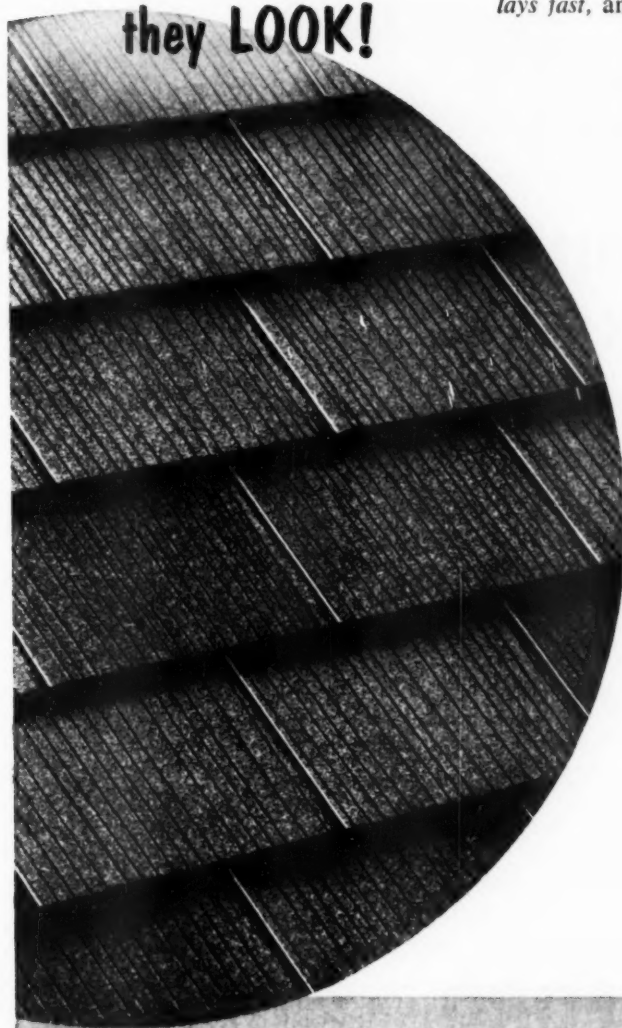
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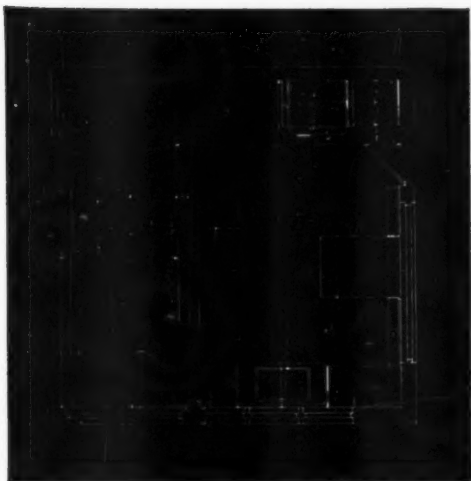
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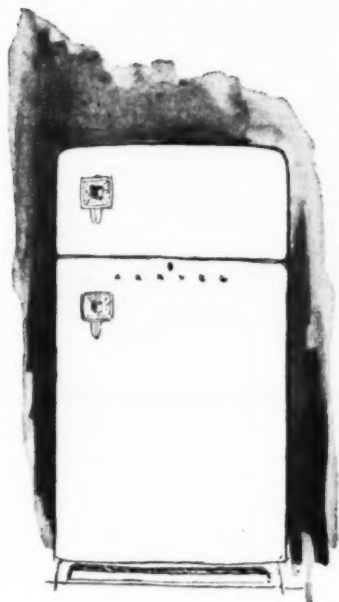
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... nothing makes as much sense as Gas



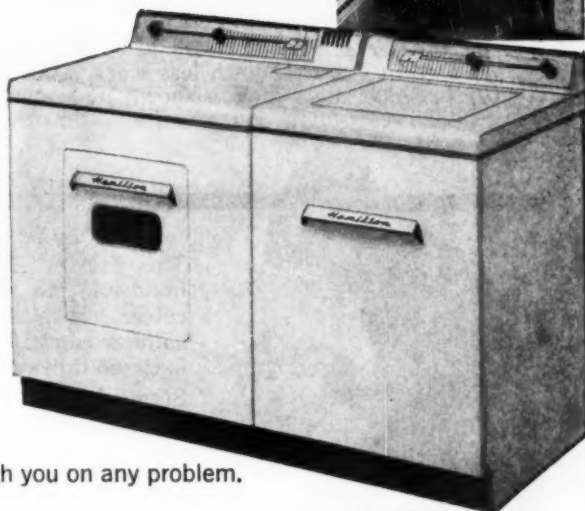
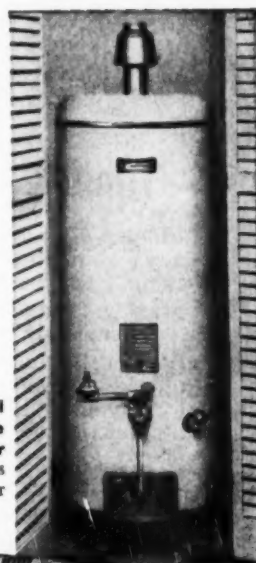
Don't let remodeling stop with the kitchen. Check the laundry set-up. First of all, is the water-heater big enough and fast enough? Only automatic Gas water-heaters have the recovery rate to keep up with the hot water demands of an automatic washer, load after load. Gas is actually 3 times faster than any other all automatic fuel. Secondly, what's wrong with fitting a washer and a dryer into the remodeled kitchen? There's no longer any reason for the laundry to be next to a drying yard. The automatic Gas dryer is so fast and so economical per load that professional laundrettes prefer them 30-1. You make no mistake when you recommend Gas for your remodeled homes.

AMERICAN GAS ASSOCIATION



The Gas refrigerator shown (by **Servel**) takes a giant step forward. No other brand has a completely automatic ice-maker, which does away with messy ice trays, keeps a constant supply of ice on hand without ever being touched. More, a silent Gas refrigerator has no moving parts to wear and offers the longest warranty in the business ... a full 10 years.

**Ruud-Monel
Two-Temperature
Laundry Master**
automatic Gas
water-heater



Hamilton
automatic Gas
clothes dryer

Your local Gas company will be happy to work with you on any problem.

Only Gas



costs so little to install and use

GAS—the modern fuel for automatic cooking ... refrigeration ... water-heating ... house-heating ... air-conditioning ... clothes-drying ... incineration.



A Fitting Combination

*for saving time
and cutting costs*

The round cornered hinge and the portable electric mortiser go together. You'll cut hours off your door hanging days with this fitting combination. It's a natural.

Time is saved around these corners

Stanley Round Cornered Hinges are available in any size or finish; in plain joint or ball bearing, regular weight or extra heavy.

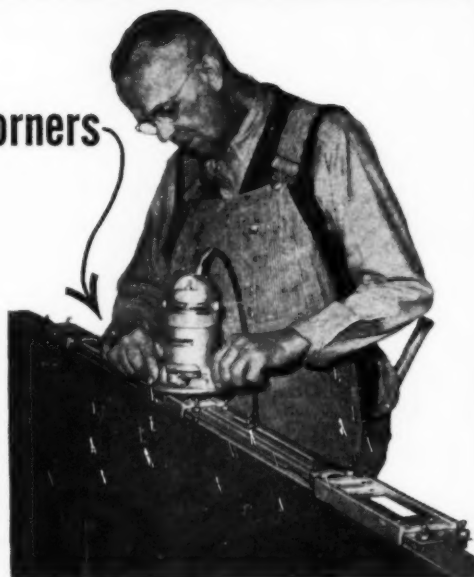
Stanley Round Cornered Hinge leaves and pins are completely interchangeable.

Stanley Round Cornered Hinges fit the mortise made by the portable electric mortiser — they fit exactly and uniformly.

Stanley Round Cornered Hinges with exclusive *hole-in-bottom tip* for easy pin removal **COST NO MORE!**

Costs are cut by this kind of portable power

The Stanley Hinge Mortiser routs out perfect mortises in less time with less work. Using this mortiser and the template shown here, even an unskilled carpenter can mortise 75 doors and jambs a day.



No. HB8A Router and No. T3 Template



No. J5 Plane

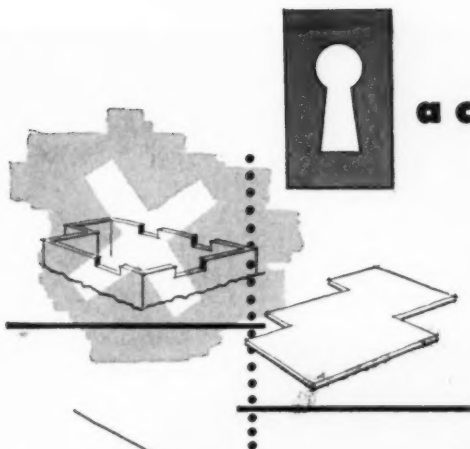
This Stanley Electric Plane has a hundred uses for the busy builder. Wide enough to plane surfaces up to 2½", the spiral cutter works smoothly with or against the grain and won't splinter edges. The planed surfaces are ripple-free, whether cut is tissue thin or as much as ⅜" deep. Here's a real work-eater. Stanley service stations everywhere . . . list of addresses packed with every tool. Put this door-fitting team to work for you. Call your wholesaler or write Stanley today.

REMEMBER  THREE HINGES TO A DOOR

Hardware **STANLEY** Electric Tools 

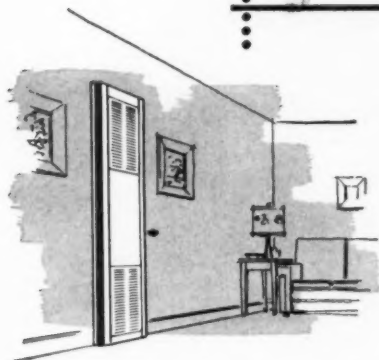
THE STANLEY WORKS • NEW BRITAIN, CONNECTICUT
TOOLS • ELECTRIC TOOLS • HARDWARE • STEEL STRAPPING • STEEL

AMERICAN BUILDER



a confidential look at a smart builder's note book

*Use slab Foundation instead of Basement...
- More living space for less money
Use TEMCO Gas Wall Heaters*



*Got to make the most of Floor
space-Use TEMCO Gas Wall Heaters
they fit between standard studs.*

**"somehow it always adds up to
TEMCO Gas Wall Heaters"**

In your home planning, add up all the advantages of TEMCO Automatic Gas Wall Heaters and you'll arrive at the same conclusion. By using TEMCO Automatic Gas Wall Heaters, you can build more attractive, more flexible, more saleable houses and build them at a figure which adds up to fast sales and fine profits too. That's because TEMCO Gas Wall Heaters:

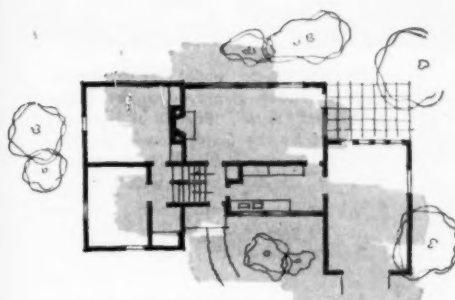
1. Require no basement, are ideal for slab foundations.
2. Take up no floor space, fit between standard 16" OC studding.
3. Are simple and inexpensive to install upstairs as well as down.
4. Are available with dual wall registers.
5. Are built and backed by TEMCO, America's Gas Heat Specialists.
6. Provide completely Automatic Gas Heat at a figure so low you can use it profitably in any home.

TEMCO Inc. NASHVILLE, TENNESSEE
BUILDER OF OVER 1½ MILLION GAS APPLIANCES

SEPTEMBER 1954



*Make it two stories...Use TEMCO Gas Wall Heaters upstairs and down
Good savings here and more
saleable house, too!*



*How to eliminate expensive
duct work and heat loss? -
Sure-TEMCO Gas Wall Heaters*



For the
full story,
fill out the
coupon below.

TEMCO, Inc.

Dept. B-646 Nashville, Tennessee

Please furnish catalogue and complete information
on TEMCO Gas Wall Heaters.

NAME _____

ADDRESS _____

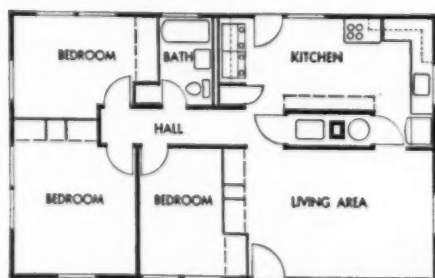
CITY _____ ZONE _____ STATE _____



This is Lu-Re-Co model WP2-2 which Builder Schaub displayed at the Hammond, Ind., Spring "Parade of Homes." Designed by the Small Homes Council of the University of Illinois, it is a three-bedroom, one-bath house with 2 in 12 roof pitch

here is a finished

Basic floor plan has 1,000 square feet, can be built with or without basement, carport and storage shed



"Lu-Re-Co enables us to build and sell a better styled house faster and at less cost," says Richard Schaub, Whiting, Indiana, home builder. After completing seven Lu-Re-Co panelized houses, he is convinced the system has merit.

Panels are purchased from his father's lumber yard, the Northern Indiana Lumber and Coal Co. of Whiting. His father is Ray A. Schaub, one of the leading supporters of the Lumber Dealers Research Council which sponsored development of the Lu-Re-Co panel system by the Small Homes Council of the University of Illinois.

At his own admission, young Schaub was doubtful that a substantial savings in house



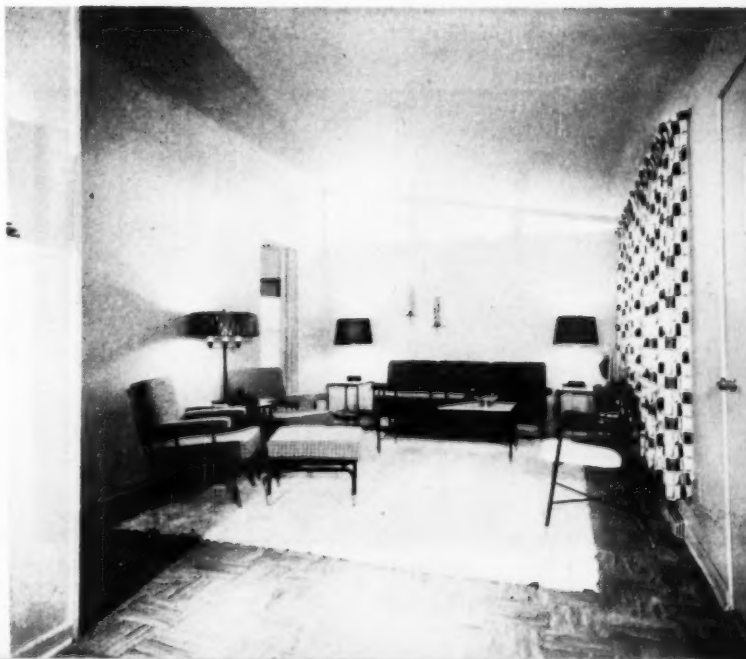
Large kitchen-dining area is a noteworthy feature of this plan. Although not shown in this picture, laundry area (see floor plan on opposite page) is conveniently adjacent to kitchen, can be easily screened from view by accordian-type doors

Lu-Re-Co house

framing could be accomplished with the four-foot panels. Encouraged by his father, he tried it, building the first series of panels in the yard with his own carpenters. Because his experience with seven Lu-Re-Co houses has indicated worthwhile cost and labor savings, he will continue to use the system.

The WP2-2 model illustrated on these pages was displayed by the young builder at the Hammond, Ind., Spring "Parade of Homes." It is one of five plans offered with the Lumber Dealers Research Council's Lu-Re-Co package. Designed by the Small Homes Council, each plan can be varied by exterior elevation changes and roof pitches. The plans suggested in the package, however, are by no means the only styles that can be built with the four-foot modular system. Most any plan, with few changes, can be adapted to the panels.

Living area of the WP2-2 is 12x18 feet, but can be enlarged by converting third bedroom. Large glass window wall, glass in the gable ends, vaulted ceiling add to spaciousness and contemporary look of the house



a complete merchandising package

The \$250 package includes a kit of merchandising tools. Several are shown in the illustration at right: 1. mailing piece for direct dealer contact with builders; 2. advertising suggestions and ad mats; 3. radio spot announcement suggestions; 4. a Lu-Re-Co customer promotion booklet in full color showing floor plans, exterior renderings, etc., for use by builders and dealers.

Other merchandising aids include a scale model, labels and posters. The dealer may use the material as he chooses. He can license one or more builders in his area to manufacture panels and use the merchandising material to sell Lu-Re-Co designs. Or the dealer may elect to sell completed panels to builders.

Either way, builders can obtain locally fabricated units which will speed erection and reduce costs.

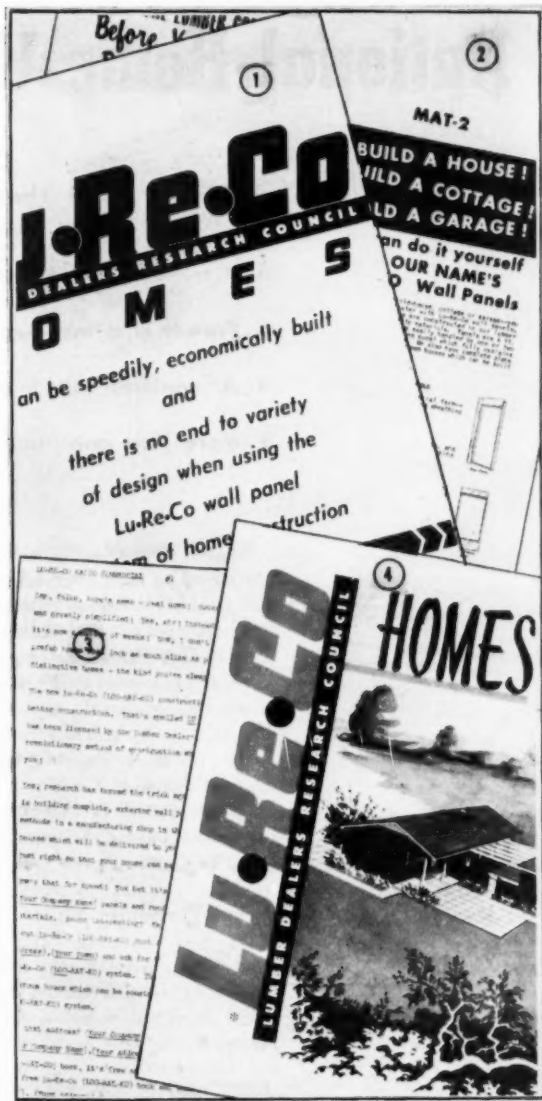
152 lineal feet of panels . . . \$287

Schaub produces 152 lineal feet of Lu-Re-Co panels at a labor cost of \$287. This labor figure includes setting up the k.d. window frames, installing the casing, hardware and drip cap. Panels are erected on the finished slab in one hour and 20 minutes by one lead carpenter and three followers.

Total labor for exterior wall framing, sheathing, siding, and window installation amounts to \$313. The same house built conventionally, using four experienced carpenters, requires 129 hours for a cost of \$387, a \$74 labor saving in favor of the Lu-Re-Co system.

Labor conservation is another big factor, says Schaub. He carries a crew of eight top carpenters. When he is in full production and jumps his crew to 12 or 15 men, he finds it impossible to spread his eight top men properly using conventional methods. With the panel system, Schaub can use one lead carpenter and three less experienced men.

The Lu-Re-Co panelized M-11 can be completed by Schaub in eight weeks, while the same house framed conventionally requires 11 to 12 weeks.



Costwise, the Lu-Re-Co system beats conventional construction. Young Schaub can erect the panels for a house in one hour and 20 minutes with a crew of four men

National Home Week, Sept. 19-26—

A 35-city spot check reveals:

- **A trend to extend NHW promotion beyond officially designated dates**
- **Parade of Homes—growing nucleus of NHW**
- **A "one-stop" site in combination with scattered exhibit houses**
- **More than one "one-stop" site in some larger metropolitan areas**

Nearly 10,000 exhibit houses. More than 10,000,000 visitors. Wider industry participation than ever before. Full scale NHW promotions underway in at least 100 metropolitan areas, as reported by the National Association of Home Builders. Increasing participation by smaller cities, towns and rural areas, sparked in many cases by local lumber dealers in cooperation with home builders.

These are conservative predictions after an *American Builder* nationwide spot check of advance preparations for this year's National Home Week, September 19 through 26. Now in its seventh year, the building industry's most important and successful public relations and merchandising program was conceived by *American Builder* Editor Edward G. Gavin.

Representative of the country as a whole, and a clear indication of the mushrooming proportions of this annual promotion, are these capsule reports from 35 of the communities planning observances:

San Fernando Valley, California

—The San Fernando Valley Chapter of the Building Contractors Association of California is determined to gain national recognition again for its NHW presentation. This year exhibit homes will be erected on skids so they can be moved later to permanent locations.

Advantages are: site can be leased for a short term, does not involve purchase and resale of land to individual builders; location on a main thoroughfare is possible; homes in all types and price ranges can be included; builders from neighboring areas can participate. Forty acres have been leased on the main street in San Fernando Valley. Homes will be displayed during September and October.

Grand Rapids, Michigan—Allied Council, comprised of nine trade groups, plans and conducts entire program; is typical of more and more communities using industry approach. Special NHW feature is home improvement contest with prizes totaling \$1,750.

Wichita, Kansas—"Research Village" will be top attraction this year—fifteen houses in one location in medium price range. Special "Research House" in village was selected in local competi-

tion with 31 architects participating. Total of 32 exhibit houses will be shown during NHW.

Long Island, New York—Perhaps the most extensive of all metropolitan area promotions, Long Island Home Builders Institute conducts what amounts to a three-month Parade of Homes, climaxed by National Home Week. This year's program includes awarding of a \$20,000 house, proceeds going to Long Island Industry Fund for Hospital Expansion.

Display houses of the 70 participating builders, scattered throughout Long Island, are shown in an illustrated, descriptive catalog which prospects can obtain in any model home, at various banks and realty offices, as well as through newspapers and the HBI office.

Youngstown, Ohio—Highlight will be Parade of Homes—18 houses within one block; 10,000 copies of a plan book showing exteriors and floor plans of exhibit houses will be distributed.

Pittsburgh, Pennsylvania—Adopting Parade of Homes as part of NHW for the first time; plan awarding of vacation trips to four couples and an automobile as added attractions.

bigger and better than ever

Knoxville, Tennessee—Parade of Homes will have 18 models this year, compared to 13 in 1953. Mrs. America will open the promotion.

Dallas, Texas—Indicative of a new trend in larger metropolitan areas, Home Builders Association of Dallas will stage Parade of Homes on two sites, two miles apart. Twenty display houses will be erected on each site, with price ranges of \$12,500 to \$16,000 for one, and \$20,000 to \$30,000 for the second.

Houston, Texas—Another fabulous demonstration is in the making again this year. Two Parade sites, a month-long showing of houses, two weeks for each site, and approximately 150 exhibit houses, including those in scattered locations, will feature this year's Houston extravaganza.

St. Louis, Missouri—NHW chairman C. T. Wilson reports that more than 100 houses will be displayed this year; expects visitors to exceed 155,000 figure of last year.

Minneapolis, Minnesota—New feature this year will be emphasis on a Neighborhood Improvement program with awards for home owners who have done the best job in improving and remodeling. Twenty-six houses will make up a special Parade of Homes, including the 1954 Better Homes and Gardens "Home for All America."

Salt Lake City, Utah—Plans call for a centrally located Parade of 20 houses, plus a large number of scattered models. A 21st home on the Parade site will be given away.

Oklahoma City, Oklahoma—Three separate Parade of Homes sites will spark NHW this year. Twelve houses will be displayed in a northwest location, seven in the Country Estates Seventh Addition in Midwest City, and eight in a southwest site.

Quakertown, New Jersey—Representing an area that is predominately rural, the NHW plan of the Home Builders Association of Northwest New Jersey is typical, however, of a growing trend to sponsor such promotions in smaller communities. Spearheading the

HBANJ program will be a \$30,000 model home which will be deeded to the Quakertown Hunterdon Medical Center after NHW.

Charlotte, North Carolina—Runnerup in last year's Group III *American Builder* NHW Contest, Charlotte citizens will have an opportunity to view 22 homes at this year's Parade site, eight more than a year ago.

Glendale, California—The Glendale-Burbank Chapter of the BCA of California will display a special 1650 square foot home with swimming pool in La Crescenta. This model will be surrounded by 10 or 12 more exhibit houses, all furnished.

Dayton, Ohio—Another first attempt at a Parade of Homes is underway. Fifteen houses will be displayed. An attendance of 80,000 is expected, with another 75,000 viewers at other, scattered model houses.

Sacramento, California—Still another first attempt to tie-in a Parade of Homes with NHW. Twenty-six houses, all furnished, will be shown.

Seattle, Washington—Typical of the trend to expand NHW celebration beyond official dates is the two-week program of the Seattle Master Builders Association.

Baltimore, Maryland—A National Home Week Exposition will highlight this metropolitan area's promotion.

Chicago, Illinois—A three-week Home and Home Furnishings Festival again will be staged with more than 90 homes open to the public.

Providence, Rhode Island—More than 30 homes will be exhibited during eight-day program.

Fort Worth, Texas—Feature of this city's NHW program will be a home show with more than 100 exhibits.

Miami, Florida—A double-feature presentation is in the making—a home show during the week preceding NHW, and the display of nearly 100 homes Sept. 19-26.

Cleveland, Ohio—A unique aspect of this metropolitan area's

NHW observance will be a special Parade of Homes in a suburb of Cleveland. This display of 15 houses will be in addition to a large number scattered through the area.

Kansas City, Missouri—Extension of the celebration to two full weeks will permit residents of Greater Kansas City more time to visit approximately 125 model houses.

Hamilton, Ohio—Twenty-four exhibit homes are planned this year by the Butler County Home Builders Association.

Buffalo, New York—NHW program will pay tribute to the Cerebral Palsy Association of Western New York. The Niagara Frontier Builders Association of Buffalo will donate an automobile as a giveaway prize, proceeds going to the Cerebral Palsy group.

Niagara Falls, New York—A NHW Exposition with more than 200 displays will highlight this community's observance.

Evansville, Indiana—Featuring NHW celebration will be the display of a home designed by a high school student.

Toledo, Ohio—More than 70 houses will be displayed this year.

Columbus, Ohio—Home Builders Association again will sponsor a huge Parade of Homes; held ground breaking ceremony early in June.

St. Paul, Minnesota—Home Builders Association reports that 80% of its builder members will participate in this year's program.

Portland, Oregon—Deviating somewhat from the established NHW pattern, Portland home builders will stage Parade of Homes a few weeks prior to NHW to coincide with the annual resettlement trend just before the opening of the fall school term.

St. Petersburg, Florida—Also departing from customary NHW observance, builders in this resort city will sponsor Parade in November for these reasons: September always means rainy weather, and it is premature for the first wave of incoming home buyers arriving about Nov. 1.

HOW LUMBER DEALERS can win awards

for taking part in NATIONAL HOME WEEK

National Home Week in 1954 is a growing snowball, now in its sixth year of rapid expansion. During the week from September 19th through the 26th, well over 10,000,000 people are expected to flock to new and remodeled houses and to lumber yard open houses throughout the country.

Interested lumber dealers who would like to participate in National Home Week will find a detailed account of the four ways they can set up or take part in local programs in their communities on pages 65 to 68 of the June *American Builder*.

Dealers Benefit Several Ways

Each dealer who promotes and carries on a National Home Week campaign in his home town enjoys direct benefits through building up his local prestige, through working with other local building factors, by producing actual sales, receiving inquiries, and by developing a large "Class A" prospect list for future sales of materials for new homes and remodeling jobs.

In addition, each participating dealer becomes eligible for additional recognition at the next annual meeting of his state or regional association, and in his home town. All a dealer need do to become eligible for a National Home Week prize award from *American Builder* is to fill out and return the coupon at the bottom of this page. The award consists of an attractive scroll, suitably framed, for display in the dealer's office. Awarding of the scroll at the dealer's annual trade association

convention can be repeated, if desired, in the dealer's home town before a local meeting of the Chamber of Commerce or business men's service club, brightened by camera flash bulbs and brief presentation speeches that assure the winner benefits of maximum publicity. Where dealers work with local builders, realtors, bankers or others in National Home Week programs, joint awards are made to participants.

Tell What You Did

Awards to dealers are made for good presentations in which the dealer merely reports in detail what he did during National Home Week. Entries need not be elaborate. They should include pictures and blueprints of any houses used in demonstration displays. They can be new homes or remodeled ones. Send tear sheets of local newspaper publicity, tie-in ads or special editorial features, copies of radio or TV commercials, or special contests. Include a report on the number of visitors at your local demonstration home or at your yard, prospects developed, sales made, examples, descriptions or pictures of unusual displays, photos showing how houses were furnished, and by whom, a report of community participation by churches, clubs and other organizations, proclamation of National Home Week by your mayor, city manager, and similar details.

After filling in and returning the entry blank on this page you will receive instructions for dealer participation in NHW that will make you eligible for an award.

AMERICAN BUILDER 1954 AWARDS

As it has since 1950, *American Builder* again will sponsor two competitions, one for associations affiliated with the National Association of Home Builders, the other for retail lumber dealers. Entry blanks and a set of instructions and rules will be supplied to each NAHB local association through NAHB's public relations department.

DEALER ENTRY BLANK

I wish to enter the
(company name)

in the *American Builder*—National Retail Lumber Dealer Association's National Home Month Contest. It is understood that you will send me a complete copy of the rules governing the contest within a few days.

Name of Proprietor

Name of Manager (if line yard branch)

Address of Headquarter's Office (if line yard branch)

Address of local yard



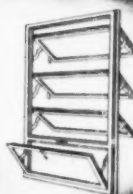
Retail lumber dealers can get their instructions and rules by filling out entry blank left and mailing to the National Home Week Competition Editor, *American Builder*, 79 W. Monroe St., Chicago 3, Illinois

LUDMAN

Auto-lok
AUTOMATIC LOCKING
PATENTED



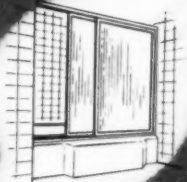
ALUMINUM
AWNING WINDOWS



AUTO-LOCK
HOPPER VENT
WINDOW



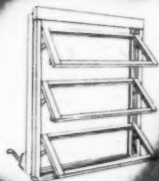
AUTO-LOCK
CONTROL BAR
WINDOW



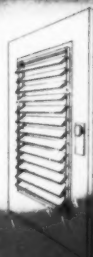
SHOWER DOOR
TUB ENCLOSURES



JALOUSIES



WOOD
AWNING WINDOWS



JALOUSIE DOORS

in all the world....products by

LUDMAN
have no equal!

Wherever you go—all over the world—you'll find LUDMAN the foremost name in awning windows, shutters and shower door tub enclosures. LUDMAN'S advanced design, engineering skill and unrivaled craftsmanship have earned for its products an enviable reputation for high-standard quality.

LUDMAN products are produced in the largest plant of its kind in the world.... where complete quality control is maintained from raw material to finished products.

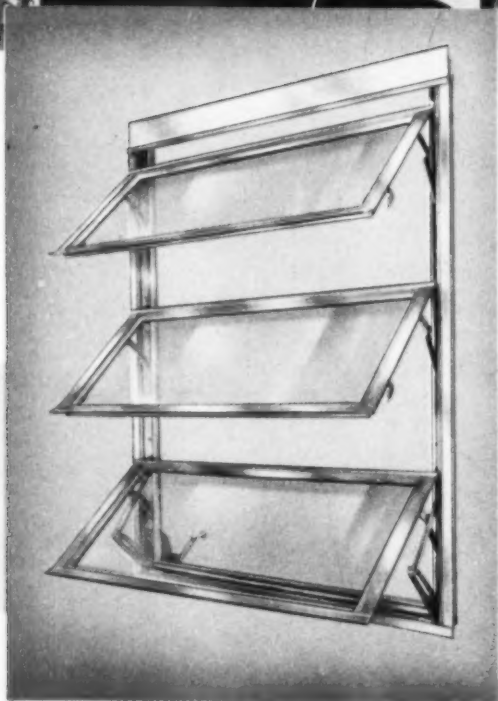
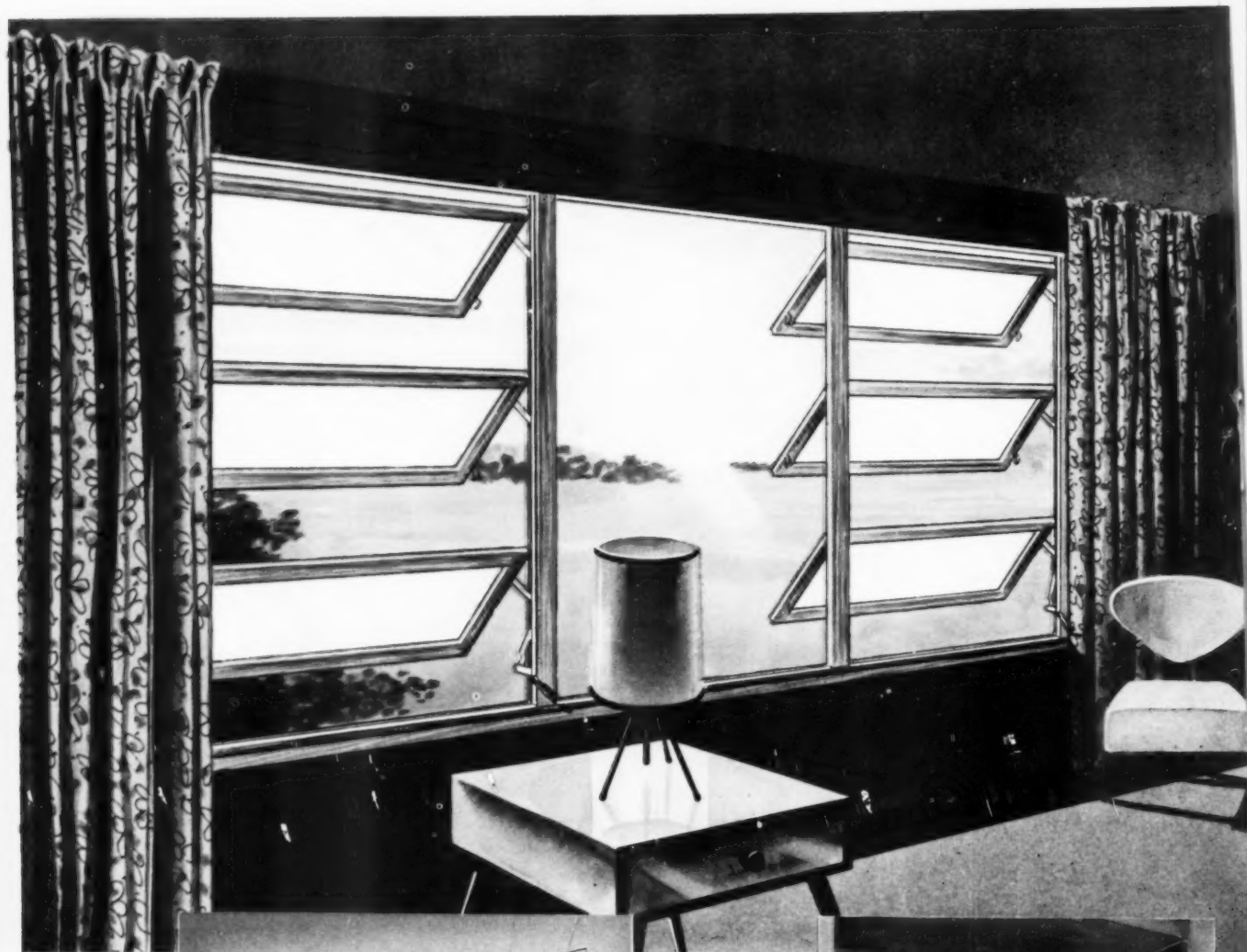
In value, in quality, in performance, in exclusive design—Ludman products have no equal!

REFER TO SWEET'S FILE
MEMBER OF THE
PRODUCERS' COUNCIL, INC.



LUDMAN Corporation NORTH MIAMI, FLORIDA

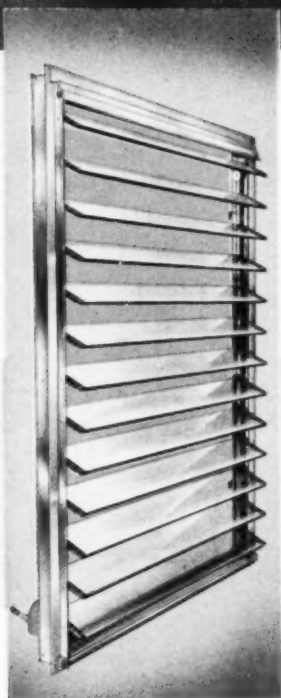
world's largest manufacturer of awning windows, shutters and tub enclosures



ALUMINUM WINDOWS



SHOWER DOOR TUB ENCLOSURES



JALOUSIES

Room after room....

LUDMAN
products

*give visible evidence
of quality construction*

THAT MAKE HOUSES SELL FASTER

Today's houses must be beautiful as well as functional. Be sure to use Ludman Products so that the homes you build will have the added beauty that will interest the potential buyer.

Having captured the buyer's interest, stress how in room after room — Ludman Auto-Lok windows and Ludman Jalousies give visible evidence of quality construction.

• • •

Point out how Ludman patented **AUTO-LOK** windows close ten times tighter than generally accepted standards and will help to save heating and air conditioning bills . . . demonstrate how Ludman windows open wider and give draft-free ventilation at all times . . . show how easy Ludman windows are to clean from the inside . . . tell about the lifetime trouble-free operation . . . and by all means explain the ten features experts* agree are important in windows.

• • •

Point out to the home buyer that each **LUDMAN JALOUSIE** has been precision engineered to make it the tightest closing jalousie available today . . . show them that the patented spring clips, available in no other jalousie makes each louver close tighter and makes it easier for the home owner to replace louvers without the assistance of an expert . . . tell them that Ludman jalousies open fully to catch every last bit of breeze . . . illustrate how they give 100% protection because the louvers lock in any position . . . show how they have instantaneous finger-tip control . . . explain that a minimum of maintenance is required . . . and stress that there are interchangeable inside screens and storm sash.

• • •

Show the **LUDMAN SHOWER DOOR TUB ENCLOSURE** to the potential home buyer. Demonstrate how the feather-light fiberglass doors glide effortlessly on the waterproof nylon rollers . . . point out the extruded aluminum frames and strong as steel fiberglass panels . . . tell about the fact that they won't sag or warp and will last a lifetime . . . stress the point of no curtain-rot or mildew stains . . . and special anodize aluminum finish won't stain or corrode . . . point out that the fiberglass panels are impervious to heat and cold . . . explain that the many translucent colors of the fiberglass blend harmoniously or contrast pleasantly with any bathroom decor.

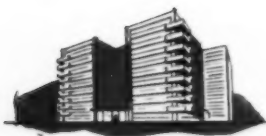
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Check with your dealer. You will be amazed at how inexpensive these shower door tub enclosures are. No other tub enclosure on the market encompasses all the Ludman quality features . . . even when sold for much more.

Remember that world-famous Ludman products have the "Beauty that creates interest . . . quality that creates action." Your houses will sell faster when you use Ludman products.

Lending agencies, too, recognize the superiority of Ludman products. It will be easier for you to secure financing when Ludman products are used.

*Geoffrey Baker and Bruno Finaro in "Windows in Modern Architecture"



Only

LUDMAN
Auto-lok
AUTOMATIC LOCKING
SYSTEM



WILL TIGHTEN
AND REFRIGERATE

MEETS WHAT EXPERTS' AGREE ARE THE 10 MOST IMPORTANT REQUIREMENTS IN A WINDOW!

The Ludman Corporation maintains a complete research and engineering department, and is always happy to provide counsel regarding any window problems.

Your local Ludman representative can help you determine your special requirements for your particular installation. He can also advise you on standard applications and give you estimates at no cost.

Mail this coupon today for illustrated literature showing various styles and sizes and product information.

1. AMOUNT AND QUALITY OF VENTILATION?

100% draft-free ventilation, because sash open to almost 90° and entering air is always scooped inward and upward into the room.

2. POSSIBILITY OF CONTROL OF VENTILATION?

You make your own weather! Perfect control in all positions from a slight crack of one sash to a full 100% opening of all sash.

3. IS THE WINDOW EASILY OPERATED?

Easier opening and closing assured for the life of the building because of fingertip action auto-operator and friction-free, precision balanced patented AUTO-LOK hardware. A few simple turns completely opens or closes every patented AUTO-LOK window regardless of size! Patented AUTO-LOK windows never stick.

4. WEATHER PROTECTION WHEN THE WINDOW IS OPEN?

With patented AUTO-LOK you can enjoy the luxury of healthful, refreshing ventilation during rains.

5. WEATHER-TIGHTNESS WHEN THE WINDOW IS CLOSED?

Patented AUTO-LOK IS THE TIGHTEST CLOSING WINDOW EVER MADE.... many times tighter than any other window. Patented self-locking device plus "Floating Seal" weatherstripping automatically seals the window tight and isolates weather to a degree heretofore believed impossible.

6. WHAT OBSTRUCTIONS TO VIEW (RAILS AND MUNTINS)?

Beautiful exceptionally narrow sight lines are retained. Patented AUTO-LOK meets any architectural or design requirement in this respect. Concealed hardware eliminates unsafe, unsightly, dirt collecting, exposed mechanism.

7. FIRST COST?

Thanks to Ludman's streamlined methods, patented AUTO-LOK windows cost no more, than ordinary old-fashioned windows. You cannot buy better window performance at any price.

8. MAINTENANCE COSTS?

Simplified operation eliminates yearning parts; no periodic adjustments necessary. Ludman engineering leadership combines the best in design, the best in material and the best in workmanship to make a window that will perform for the life of the building with a minimum of maintenance.

9. CAN ALL WINDOW GLASS BE CLEANED FROM INSIDE?

Patented AUTO-LOK can be completely, comfortably and conveniently cleaned entirely from the inside. No gadgets to disengage; no sash to remove. Just open the window and it's ready to clean—top sash too!

10. HOW DOES THE WINDOW FIT IN WITH PLANS FOR SCREENS, STORM SASH, BLINDS, ETC.?

Interchangeable, inside screens and storm sash are easily placed and removed. Just flip the clips.... no tools required! Operator does not protrude into room. No interference to drapes, blinds, etc.

"Godfrey Baker and Bruno Finaro in 'Windows in Modern Architecture'"

LUDMAN CORPORATION, Dept. 00, North Miami, Florida

Gentlemen: Please send complete information about these Ludman products:

☐ WOOD AWNING WINDOWS
☐ ALUMINUM AWNING WINDOWS

☐ JALOUSIES
☐ SHOWER DOOR TUB ENCLOSURE

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

LUDMAN Corporation

NORTH MIAMI, FLORIDA

LEADS THE WORLD IN WINDOW ENGINEERING

FACTORY SALES OFFICES:

NEW YORK • CHICAGO • WASHINGTON, D. C.
ATLANTA • ST. LOUIS • HOUSTON • SAN FRANCISCO • MIAMI

Only NATIONAL HOMES does *this* for its BUILDER-DEALERS!

NATIONAL HOMES dealers holding Open House Showings this month will enjoy the tremendous support of crowd-pulling **full-color, full-page** ads in:

LIFE

COMPANION

Better Homes
and Gardens

GOOD
HOUSEKEEPING



"This is for Us!"

NO DOWN PAYMENT
for Veterans in Many Areas!

ALCOVE-TUB BATHROOM—generally found only in more expensive homes.

SPACIOUS INSIDE STORAGE plus **GENEROUS OUTSIDE STORAGE** with plenty of room for garden and recreation equipment.

OPTIONAL EQUIPMENT: Complete Air Conditioning, and Domestic Washer and Dryer.

Select from Dozens of Designs and Floor Plans

NATIONAL 3-BEDROOM "PACEMAKER"

Nationwide Showing September 11-12

Watch local newspaper for location of National "PACEMAKER" Open House nearest you!

Good Housekeeping Guaranty Seal, carried on all National Homes prefabricated panels and structural parts as they leave our assembly plant.



Plus

a big company-paid newspaper ad campaign in each dealer's city... sparkling full-color brochures... other great sales helps. If you'd like to share the results of our next Open House Promotion, write at once.

See how you can build sales appeal into your

WINDOWS THAT "HAVE EVERYTHING"



HORIZONTAL SLIDE



FULVUE VERTICAL SLIDE



2-PANEL VERTICAL SLIDE

RUSCO PRIME WINDOWS ARE COMPLETE, FINISH-PAINTED, READY-TO-INSTALL UNITS

- Eliminate on-the-job glazing, painting, re-fitting, later adjusting
- Make big savings in installation time and cost
- Fully weatherstripped with built-in felt-weatherstripping
- No sash cords, weights or balances. Hardware attached
- Available with insulating sash and Fiberglass screen as integral part of unit. Insulating sash gives Rusco's exclusive Magic-Panel® year 'round, rainproof, draft-free ventilation
- Glass panels move smoothly, quietly, effortlessly in felt-lined slides
- Sliding glass panels removable from inside for easy cleaning
- Positive automatic springbolt locking in closed and ventilating positions
- Available in wide range of types and sizes
- Your choice of Armco hot-dipped galvanized steel, finish-painted with baked-on enamel, or aluminum.

RUSCO Self-Storing COMBINATION WINDOWS

Eliminate Unsightly, Old-Fashioned Screens and Storm Sash

- The world's most popular combination windows . . . over 11,000,000 installations
- Nothing to change—nothing to store
- Give year 'round weather-tight protection
- Save up to 1/3 in fuel—keep homes warmer in winter, cooler in summer
- Fully weatherstripped with waterproofed felt weatherstripping
- Range of models for double-hung and casement windows to meet competitive pricing
- Available in any desired color to harmonize with home.



AMERICAN BUILDER

far greater value and homes with **RUSCO**

DOORS THAT OPERATE LIKE WINDOWS



← **RUSCO 3-IN-1 WINDO-DOOR**

Prime door...screen door...ventilating window all in one unit!

Ideal for kitchen, side door, terrace or porch because it serves as a window as well as a door. Glass panels slide up and down to permit desired ventilation while door remains closed or locked. Fiberglass full screen panel will not rust, rot, corrode or stain—never needs painting. Rusco Windo-Door insert in enamelled galvanized steel or aluminum can be installed in standard $1\frac{3}{8}$ " or $1\frac{3}{4}$ " wood doors.

RUSCO Picture-Windo COMBINATION SCREEN AND STORM DOOR

Gives Year 'Round Weather Protection With Controlled Ventilation

Nothing to change, nothing to store. Lower glass panel raises to permit any desired degree of ventilation. This handsome door is in a class by itself—a screen door, storm door and beautiful picture window all in one! Galvanized steel finished with baked-on enamel in wide choice of colors.



PERMANENT ALL-METAL AWNINGS, DOOR AND TERRACE CANOPIES



METAL VENETIAN DOOR CANOPY & AWNING

Rusco offers a wide range of models in All-Metal Venetian Awnings and Door Canopies—priced to meet every need. Rusco's All-Metal Terrace Canopies make a sturdy, permanent year 'round installation giving protection against every type of weather. Metal awnings are available in Venetian type adjustable from inside, and in fixed-louver ventilating type. Wide range of colors. These awnings and canopies give a finished, luxury look to a home far beyond their cost.



METAL TERRACE CANOPY

AUTOMATIC GARBAGE AND RUBBISH DISPOSAL

"Hottest" New Appliance On The Market!

Rusco's Automatic Indoor Disposal Units are taking the country by storm. Home owners quickly recognize the wonderful convenience this unit offers in completely eliminating the mess, nuisance and danger of rubbish and garbage disposal. Easily installed in kitchen, basement, laundry or furnace room. AVAILABLE IN GAS AND ELECTRIC, STANDARD AND DE LUXE MODELS.



MAIL THIS COUPON FOR PRODUCT LITERATURE, SPECIFICATIONS AND NAME OF RUSCO DEALER.

The F. C. RUSSELL CO., Dept. 6-AB94, Cleveland 1, Ohio

Gentlemen: Please send me literature checked below and name of Rusco dealer nearest me.

- | | |
|---|--|
| <input type="checkbox"/> Rusco Prime Windows | <input type="checkbox"/> Rusco Combination Windows |
| <input type="checkbox"/> Rusco Combination Doors | <input type="checkbox"/> Rusco Windo-Doors |
| <input type="checkbox"/> Rusco Awnings and Canopies | <input type="checkbox"/> Rusco Disposal Units |

Name

Address

City Zone State

DESIGNED FOR BUILDERS BY ADMIRAL CONTRACT DIVISION

NOW—you can offer beautiful, feature-filled 1954 Admiral Refrigerators, Ranges and Room Air Conditioners in the homes you build!

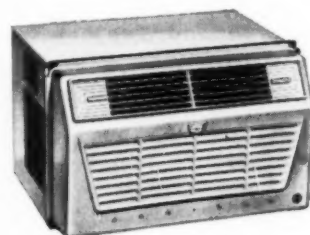
At the same time, you enjoy the economy of typical Admiral values—the best ever to be offered in the industry.



Model 8D1S—8.0 cu. ft. capacity
right or left hand doors available.



Model 3DH8—30 inch range.



Model 75D5— $\frac{3}{4}$ HP, 115 volt unit.
230 volt unit also available.

2 New Admiral Refrigerators for builders—Models 8D1S and 7D1S. Both include full-width freezer, freezer drawer, 2 ice trays, 4 full-width shelves, removable door shelves, automatic interior light, infinite temperature control, exclusive "Glacier Blue" porcelain enamel interior.

4 New, 20, 30 and 40 inch Admiral Electric Ranges for builders—30" model illustrated includes giant size oven, exclusive "Controlled Oven Heat Distribution", smokeless broiler, appliance outlet, four 7-speed surface units, easy-read back panel.

4 New Admiral Room Air Conditioners for builders—Model illustrated features 18 different weather selections, humidity control, air purifier, built-in thermostat. Also available: Model 50D5, $\frac{1}{2}$ HP unit; Model 50D9, $\frac{1}{2}$ HP with electric coil heater; Model 100D5, 1 HP, 115 or 230 volt unit.

THERE IS AN ADMIRAL DISTRIBUTOR IN ALL PRINCIPAL CITIES • SEE THE ONE NEAREST YOU FOR
COMPLETE INFORMATION AND SPECIFICATIONS ON ADMIRAL CONTRACT DIVISION MODELS

Admiral

Automatic Defrosting Refrigerators • Dual-Temp Refrigerators • Up-Side-Down Refrigerators
Upright and Chest-Type Home Freezers • Flex-O-Heat Electric Ranges • Room Air Conditioners

ADMIRAL CORPORATION • 3800 WEST CORTLAND STREET • CHICAGO 42, ILLINOIS

This is the way to look at a roof . . .



Most "bargains" are a paradox. If you examine them from every angle, you'll find they are often not the smart buys they seem.

THE "examining angle" for roofing is from *underneath*. Only from this angle do you get an accurate and complete picture. Because only from this angle are you certain to calculate *sheathing* in the total roofing cost.

Genuine red cedar shingles, while light in weight, are strong and rigid. They may be laid over *spaced* sheathing in a "bridging" application that strengthens the roof—and *cuts sheathing costs by 50%*.

Substitute roofing materials add no strength to the roof, only weight. They therefore require *solid* sheathing underneath for support.

And there goes your "bargain!"

Combine the sizable initial economy of *spaced* sheathing with the well-respected features of CERTI-GRADE shingle quality and beauty, and you'll see why genuine cedar belongs on the roofs of the homes *you* build.

We've prepared a simple roof estimating sheet for your use. It's free. It will help you quickly figure the difference in cost (material *and* labor) between spaced and solid sheathing. Once you compare the two construction methods, using your own local labor and material costs, you'll join the switch to CERTI-GRADES . . . and *spaced* sheathing.

Write:

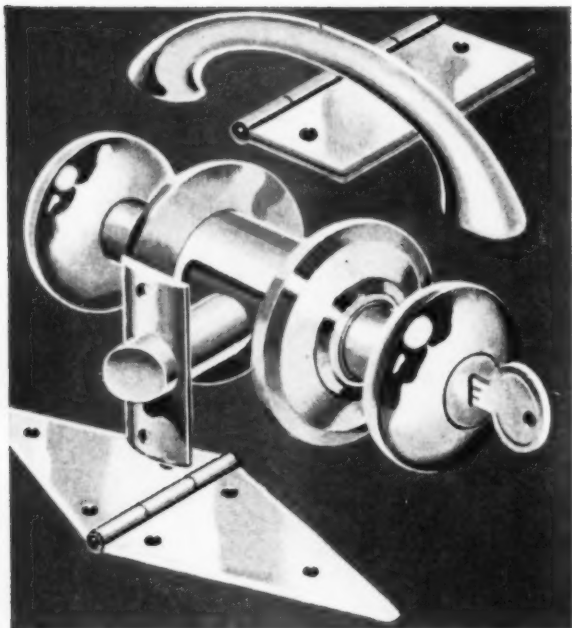
RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

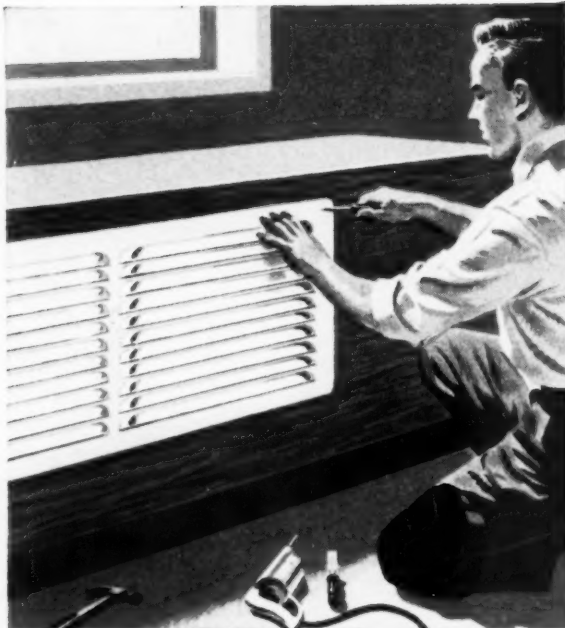
or 550 BURNARD STREET, VANCOUVER 1, B. C.



Make your houses easier to sell...



Aluminum hardware adds sales appeal because of its bright, clean, modern look that will last for years and years. Rugged enough to resist the roughest wear and tear.



Aluminum louvers and ventilators add sales appeal because they maintain their handsome appearance through years of hard usage. Used outside, no red rust streaks on siding.

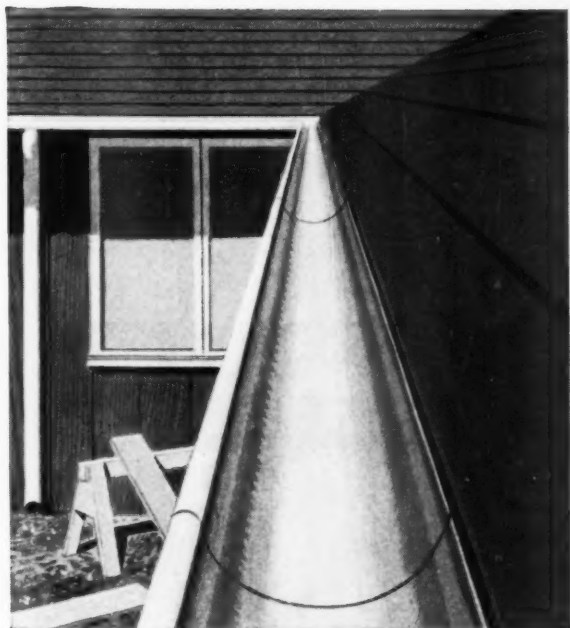


Aluminum insect wire screening adds sales appeal because it keeps its bright good looks indefinitely. Can never cause red rust stains on window sills or siding. Practically does away with maintenance.

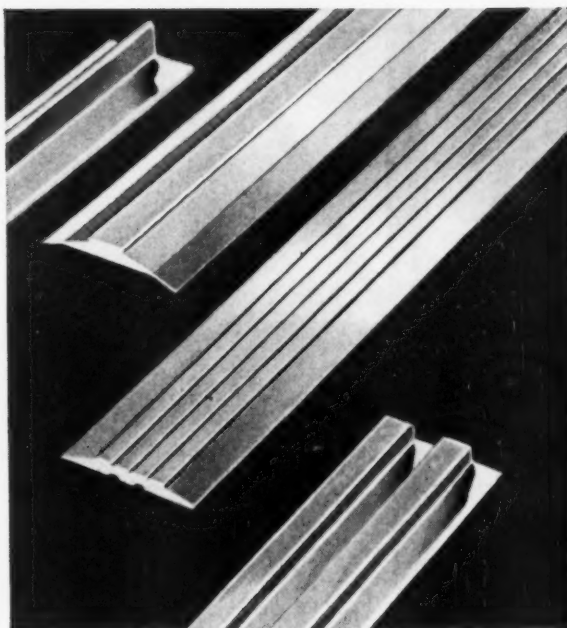


Aluminum mouldings, corners, ornamental trim add sales appeal because they give extra protection against everyday scuffing, banging, staining—while providing permanent beauty.

with ALUMINUM PRODUCTS!



Aluminum gutters and downspouts add sales appeal because they resist corrosion and never develop ugly red rust stains. They never require protective painting. Light weight, easy to install.



Aluminum weatherstripping adds sales appeal because it gives weather protection for the life of the house—can never deteriorate with rust, can never corrode. Strong and flexible for tight seal.

EVERY IMPROVEMENT you make with aluminum products provides *extra sales appeal* for the houses you build—because aluminum offers a combination of advantages no other material can match.

Among these advantages are light weight, strength, corrosion resistance, economy, and modern beauty.

We do not make any of the products shown here, because serving manufacturers with basic aluminum is our primary business.

Due in great part to our vast expansion, there is now a plentiful supply of building products.

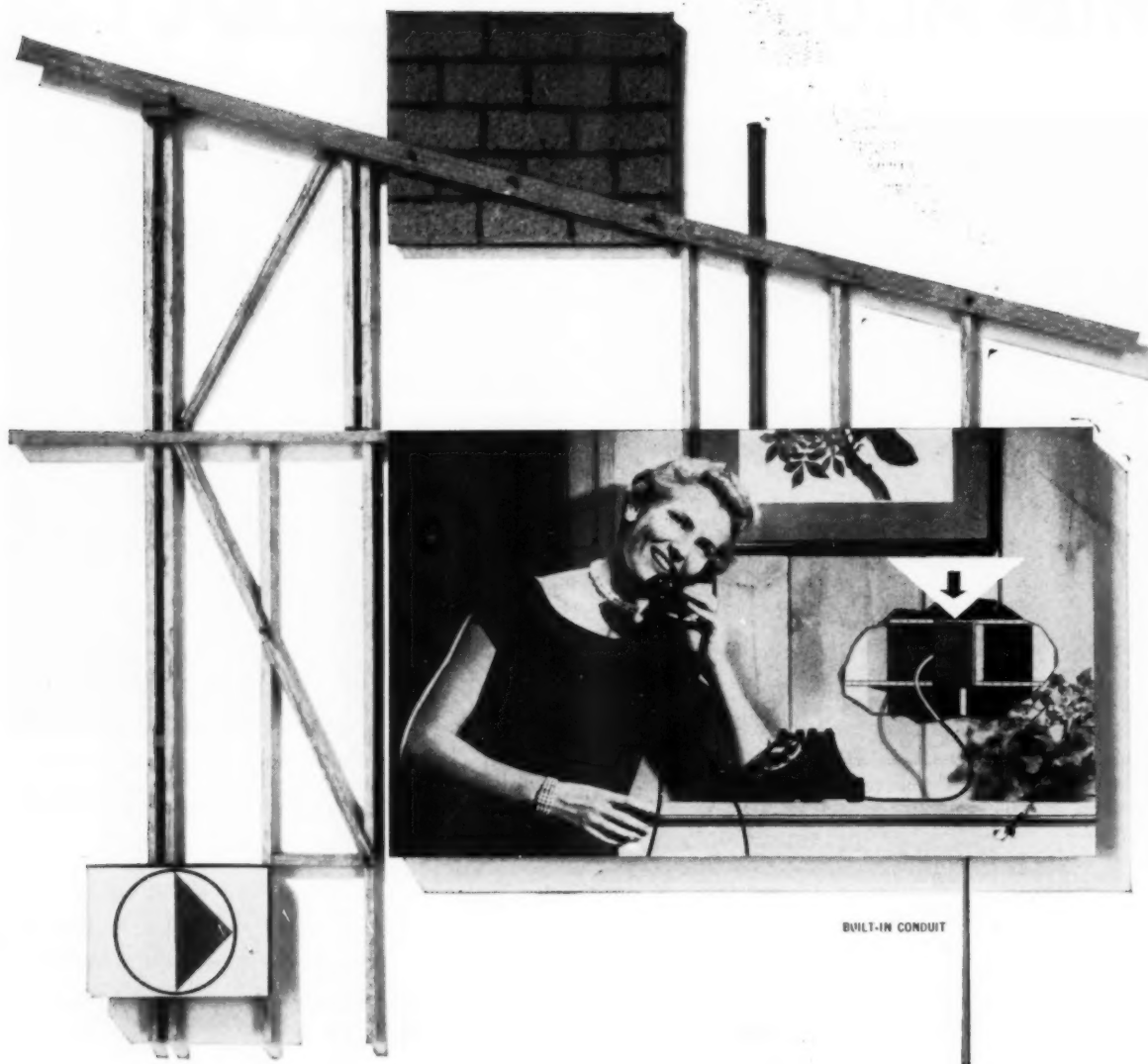
We now have the capacity to produce 30% of all the primary aluminum made in this country.

Engineering assistance on any original architectural or building idea or specification is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact any Kaiser Aluminum office listed in your telephone directory.

Kaiser Aluminum & Chemical Sales, Inc.
General Sales Office, Palmolive Bldg., Chicago 11, Ill.; Executive Office, Kaiser Bldg., Oakland 12, California.

Kaiser Aluminum

setting the pace—in growth, quality and service



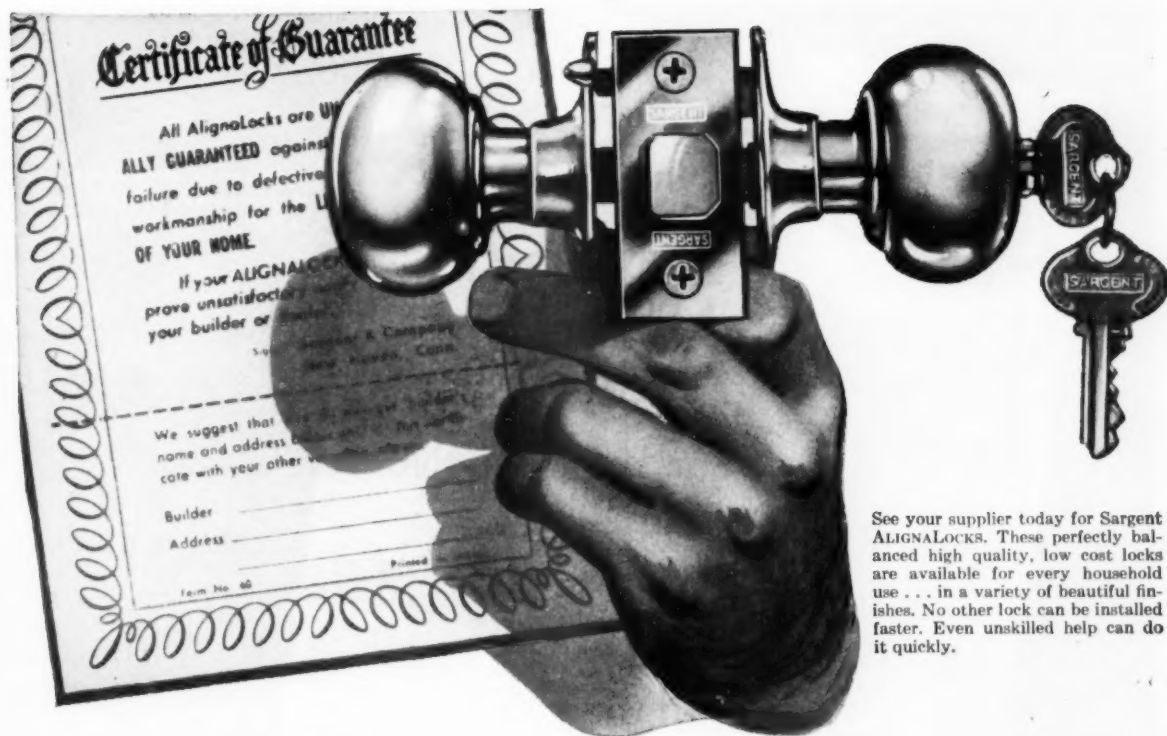
Conveniently located telephone outlets in the kitchen, bedroom,
hall or den and concealed telephone wiring . . .
these are important details of interest to the home builder or buyer.
And there's an easy, inexpensive way for you to provide for them.
Have telephone conduit built in.

Your Bell Telephone Company will be glad to help you work out economical
conduit installations. Just call your nearest Business Office.

BELL TELEPHONE SYSTEM



AMERICAN BUILDER



See your supplier today for Sargent ALIGNALOCKS. These perfectly balanced high quality, low cost locks are available for every household use . . . in a variety of beautiful finishes. No other lock can be installed faster. Even unskilled help can do it quickly.

Here's a *Guarantee Certificate* that really works for you!

The beautiful new high quality, low cost ALIGNALOCK is *fully guaranteed* by Sargent of New Haven . . . a name home buyers know and respect.

But the value of this guarantee to you does not stop *there!* There is a plan behind it that helps to sell your homes more easily and quickly! Here's how it works:

Sargent will send you *free* our kit of "Home Selling Aids." This kit consists of 3 different kinds of sales aids . . . each of which impresses the prospective home buyers with the value of the ALIGNALOCK Guarantee to him . . . and her.

You get 4 free ALIGNALOCK Guarantee Certificates.

You get 4 free ALIGNALOCK signs which say, "ALIGNALOCK—the Sign of a Well Built House. Guaranteed by Sargent of New Haven."

You get 200 copies of a colorful folder, which, in addition to pointing out all of the ALIGNALOCK features, also emphasizes the Guarantee.

So write, phone or wire us for this kit of ALIGNALOCK sales aids today. You'll find that the ALIGNALOCK Guarantee *really works* for you!

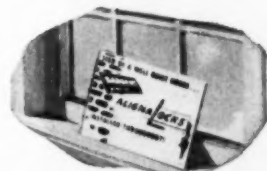
Sargent & Company
New York • NEW HAVEN, CONN. • Chicago



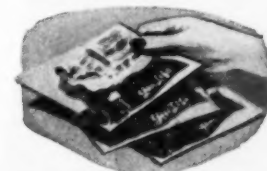
Hardware of Character



This Sargent Guarantee Certificate, displayed in new homes, indicates *quality* throughout.



Put this Sargent Sign on window sills and other convenient spots around your houses.



Hand out these folders . . . mail them to prospects . . . and leave them where they can be picked up.

quote.

The very fact that something is printed in The Saturday Evening Post makes it news and makes it authoritative. As a result, the Post is probably the most quoted magazine in the world. That's important to every advertiser. For the magazine that is trusted editorially is the place where advertising is trusted, too, and the place where it does the best. The Post gets to the heart of America.

Reproduction of an advertisement published by the
SATURDAY EVENING POST

*builders
too*

[illegible]

THESE ARE MEMBERS OF AND CONTRIBUTORS TO PONDEROSA PINE WOODWORK:

Alexander-Stewart Lumber Co.
Associated Lumber & Box Company
Blagen Lumber Company
Brooks-Scanlon, Inc.
Cascade Lumber Company
Collins Pine Company
Crane Mills
Gilchrist Timber Company
Hayfork Lumber Company
Edward Hines Lumber Co.
Industrial Wholesale Lumber Co.
Long Lake Lumber Company
McCloud Lumber Company
Michigan-California Lumber Company
J. Neils Lumber Company
Ochoa Lumber Company
Oregon Lumber Company
Peshastin Lumber & Box, Inc.
Pickering Lumber Corporation
Setzer Forest Products
Ralph L. Smith Lumber Co.
Tarter, Webster & Johnson, Inc.
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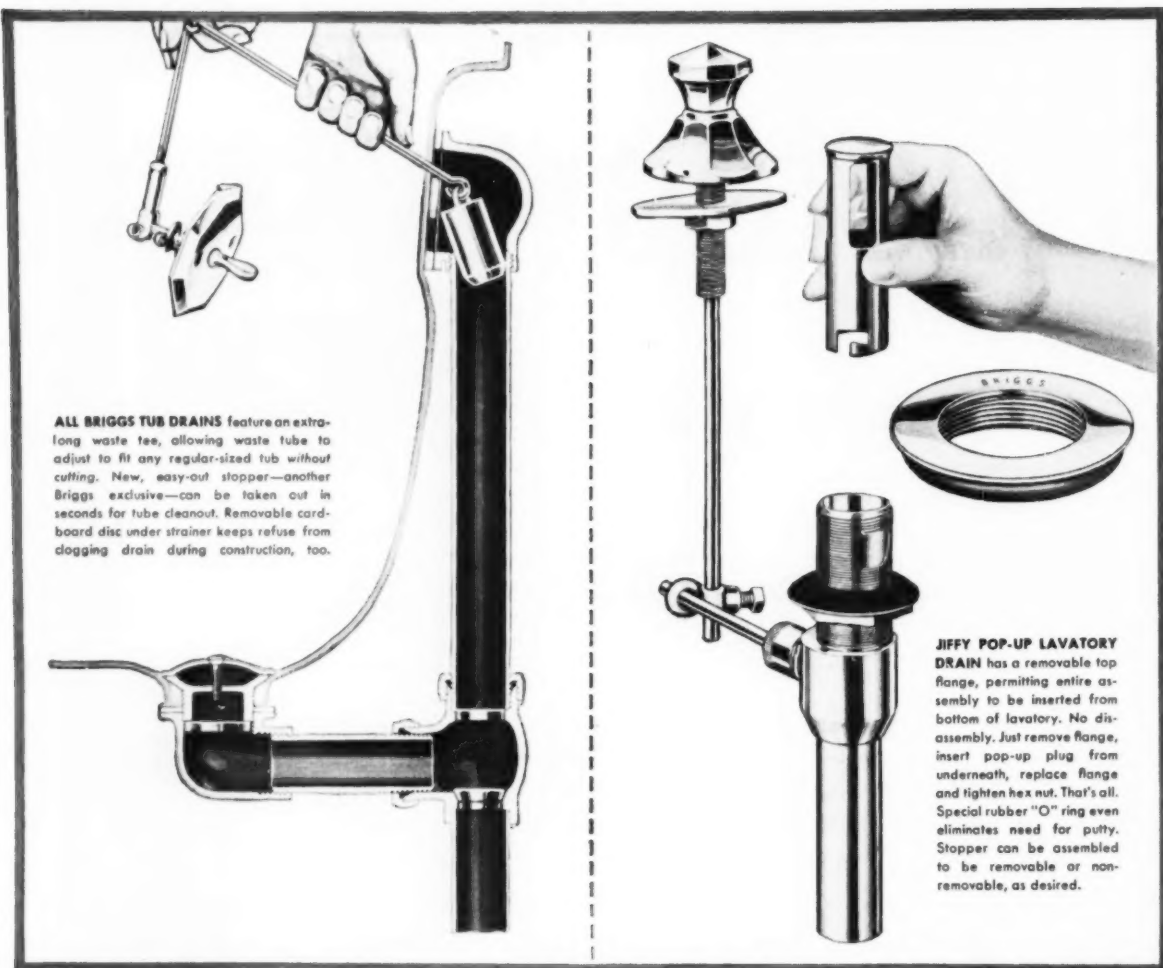
Andersen Corporation
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The Dorris Lumber & Moulding Company
McKuen Moulding Company
Protection Products Manufacturing Co.



SEPTEMBER 1954



ALL BRIGGS TUB DRAINS feature an extra-long waste tee, allowing waste tube to adjust to fit any regular-sized tub without cutting. New, easy-out stopper—another Briggs exclusive—can be taken out in seconds for tube cleanout. Removable cardboard disc under strainer keeps refuse from clogging drain during construction, too.

JIFFY POP-UP LAVATORY DRAIN has a removable top flange, permitting entire assembly to be inserted from bottom of lavatory. No disassembly. Just remove flange, insert pop-up plug from underneath, replace flange and tighten hex nut. That's all. Special rubber "O" ring even eliminates need for putty. Stopper can be assembled to be removable or non-removable, as desired.

Engineering features like these make BRIGGS drains work better, wear longer

**All Briggs plumbing ware is designed and built
to please customers . . . eliminate call backs**

If you've ever used Briggs plumbing ware, you know! . . . it's the best designed, most dependable brand of all.

Two examples of *why* are shown above, and we've listed a few more at the right. Needless parts have been eliminated at no sacrifice in quality. Assemblies have been engineered to make installations simpler. All parts have been pre-tested to fit right, work right . . . give lasting customer satisfaction.

Order Briggs Beautyware. You'll profit from its quality.

OTHER ENGINEERING FEATURES

- Closet combination with only 2 bolt holes for fast, neat installations
- Leg and towel bar attachment with quick-fitting, key-slot design.
- Rigid-frame tub construction makes it free-standing . . . needs no wall support
- Wall-surface tub and shower fitting really fits . . . solders easily

© 1954

BRIGGS MANUFACTURING COMPANY • DETROIT 26, MICHIGAN

BRIGGS

AMERICAN BUILDER

Selling Tough?

You'll profit in any market with these

P&H Home
price-value
combinations

Under the pictures, we list some prices and homes that typical P&H builders are offering . . . builders who are building and selling more homes than ever, and profiting. So can you, if you build P&H Homes. You'll see why when you study the new P&H Home plans and packages.

First of all, there are really appealing designs—sales-appealing. Then, the quality of construction and materials is top grade. Names like Fiberglas, Rusco, Thermopane, Upson Strongbilt, Youngstown—they all make P&H Homes better homes. And, priced as they are, they offer more space, convenience and durability than just about any other home you could build at the price.

Write for plans and full details today. See how you can build more, *profit* more with P&H Homes.

P&H HOMES, in 2, 3 or 4 bedroom models, are priced to sell from \$6,000 to \$20,000

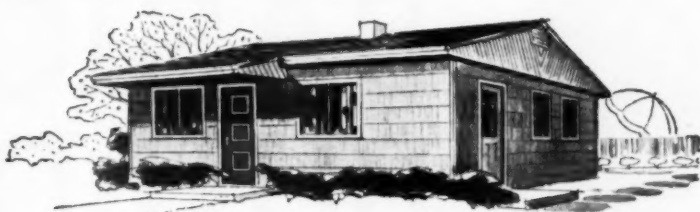
P&H HOMES

HARNISCHFEGER CORPORATION

319 Spring St., Port Washington, Wis.

Phone: Port Washington 611

● The P&H Gateway 2 Bedrooms, 672 sq. ft.



Now sell a quality home to the low-cost market. It has the same quality and materials as the best P&H Homes. The P&H builder in Youngstown, Ohio, offers the Gateway for—\$300 down, \$37 a month.

● The P&H Dover 3 Bedrooms, 768 sq. ft.



Three bedrooms for \$51 a month! Hard to believe, but true. The P&H builder in Racine, Wis. is just one of many builders who offers the Dover for about \$350 down, \$51 a month.

● The P&H Lee 3 Bedrooms, 920 sq. ft.



More usable space, more luxury features, more sales appeal than just about any home in its price class. It's selling—profitably—in Franklin, Ind. for just \$500 down, \$55 per month.

● The P&H Regent 4 Bedrooms, 1,016 sq. ft.



Your market crying for a big home at a low price? It can be done—and profitably. Example: A typical P&H Builder offers the Regent for just \$600 down, \$62 a month in Carpentersville, Ill.

the **P&H** Line



TRUCK CRANES



DIESEL ENGINES



POWER SHOVELS



PREFABRICATED HOMES



HOISTS



SOIL STABILIZERS



WELDING EQUIPMENT



OVERHEAD CRANES

8 BASIC BUILDING MATERIALS

FROM 1 LEADING MANUFACTURER



SHEATHING Get greater structural strength—plus fire protection—by using Certain-teed Weather-Shield® Gypsum Sheathing. It's tongued and grooved to form a barrier joint. Both core and paper are water repellent. Stronger than wood, Weather-Shield actually costs less than other sheathings.



ROOFING FELT For a tighter, longer-lasting roof apply Certain-teed Roofing Felt. This felt—heavily impregnated with asphalt—is tough, durable, economical. In addition to being used under various types of shingles, Certain-teed Felt is ideal for construction of built-up roofs.

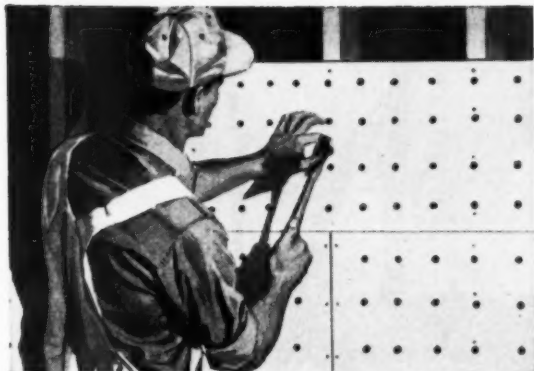


SHINGLES • ROLL ROOFINGS You know how the right roofing colors can help sell homes. Certain-teed Asphalt Shingles come in a range of beautiful colors and blends, including the striking new Woodtex® Golden Anniversary Blends. The Certain-teed line includes seven shingle styles and mineral surfaced and smooth surface roll roofings.



INSULATION Certain-teed Fiberglas® Insulation makes any home more livable. It can cut heating bills up to 40%. Fiberglas is permanent, odorless and moisture resistant. Comes in easy-to-apply Batts, Roll Blankets and Pouring Wool. Use Certain-teed Perimeter Insulation for homes without basements.

*Trade-Mark Reg. U.S. Pat. Off. OCF Corp



LATH For smooth, fast plastering, use Certain-teed Beaver® Gypsum Lath. Available in both plain and perforated styles, it's strong—fireproof—won't swell, buckle or shrink. Beaver Insulating Gypsum Lath, with aluminum foil back, provides insulation and an effective vapor barrier.



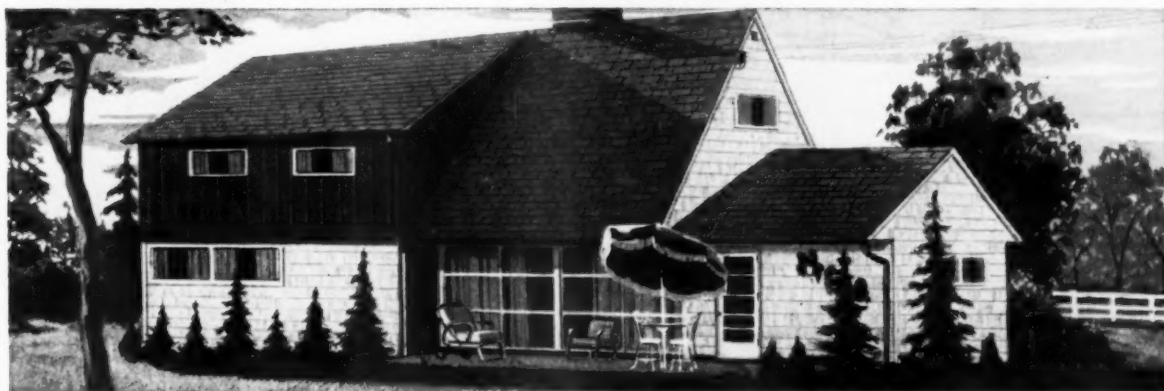
PLASTER All Certain-teed plasters are "plastized"® for easy working and longer life in storage. Choose from these famous brands: Acme®, Agatite®, Beaver®, Certain-teed®, Pure-Wite® and Lite-Mix® basecoat, finishing, gauging and molding plasters. Also Kalite® acoustic plaster.



WALLBOARD Certain-teed Bestwall® Gypsum Wallboard is made in plain, insulating and wood-grain finishes. For extra fire protection use Firestop Bestwall® (¾" in single layer application gives one-hour fire resistance). Ask about Certain-teed Hummer Systems of laminated drywall construction.



SIDING Now add the finishing touch to the exterior: Certain-teed Asbestos Cement Siding Shingles. These shingles come in a range of distinctive colors. They're permanent—will never need replacing or repainting. There are attractive designs and colors in Certain-teed Asphalt Sidings too.



FINISHED PRODUCT A handsomer, better built, more salable home when you standard-

ize on uniform-quality Certain-teed Building Materials. Want more evidence? We have a great deal. Write Certain-teed today.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain...Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING

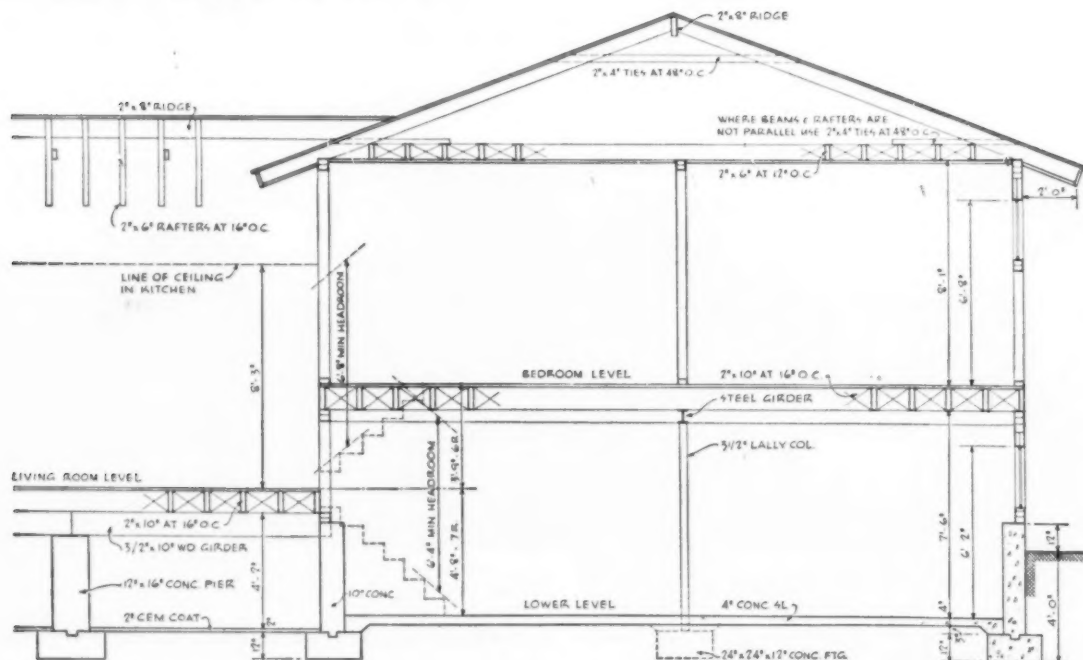
• GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS •

FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION



Builder Sidney Berg of Great Neck, N.Y., gives the buyer a wide choice of homes like this in his new Kings Point project. It is a quality-built split-level cleverly designed for expansion by architect Samuel Paul, Jamaica, N.Y. Buyers can have playroom, maid's room, or hobby room in the lower level for very little extra cost. Or they can convert the breezeway to a den (sliding doors connect it with dining room area). Berg finishes the house according to buyers' own specifications; gives them a 70 square foot cedar-lined closet if they want, and many other features, including even two more bedrooms over the dining-living room area. There are twelve houses in the tract skillfully grouped as shown above.

6 to 12 rooms —



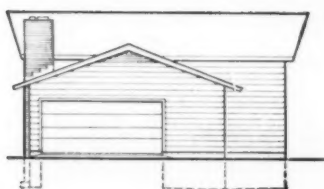
Longitudinal Section

how to frame the split level—

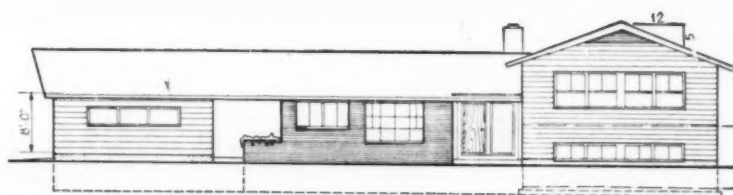
This split is easy to frame—because roof breaks are simple, foundations are all on one level, living room and bedroom wings have same length rafters



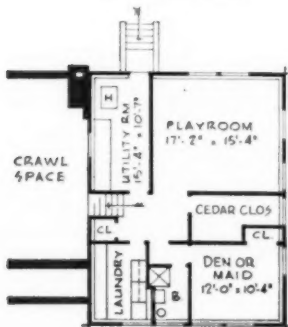
or what the buyer wants



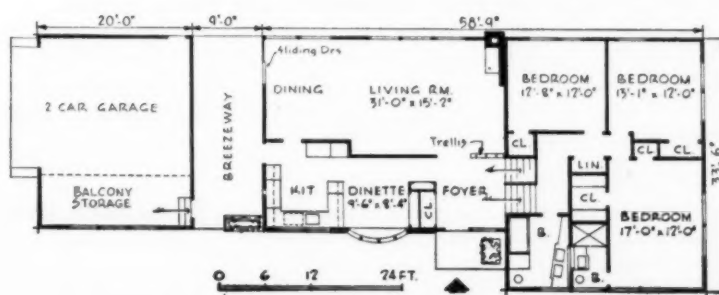
Side Elevation



Front Elevation



Lower Level



First Floor Plan



Garage as it looked before remodeling, above. At right, the transformation is made creating a very workable "merchandising plaza"



Exterior show windows create a dramatic effect—important for the display of merchandise. Island show window is seen at right, allows viewing on four sides

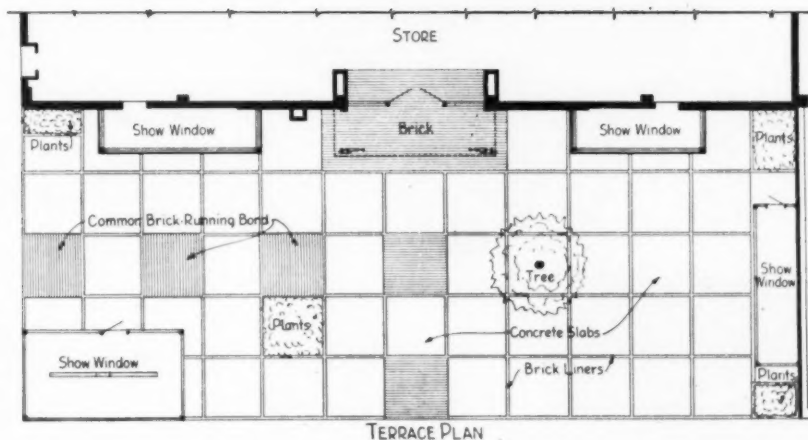
transforms old garage into

These features get people interested, get them inside:

- DISPLAY BAYS
- ISLAND SHOW WINDOW
- TERRACE APPROACH



Terrace area allows for leisurely shopping. Customers can cut corner between show windows and island window, are introduced to and tempted by displays on all sides



Plan of terrace, display bays, island window, show how the three elements work together effectively for an architectural solution that is sales conscious. Brick blocks lead to front entrance. Planting squares relieve monotony of masonry

a "merchandising plaza"

THE old garage was on one of the main downtown corners of San Mateo, California. L-shaped, the building ignored the vacant lot it nearly surrounded. The owners presented this problem to the Mattock Construction Company of San Francisco and to Burke, Kober and Nicolais, architects, of Los Angeles: Convert part of the garage into a men's and women's apparel shop; the other part into a specialty department store. Do this without the construction of a building to fill the corner.

Solution of the problem depended upon the use of the vacant lot. Hitherto ignored, it was thought that emphasis of remodeling should be placed on this unused area. The result was a plan that created "plaza merchan-

dising"—the idea of arranging outdoor space as effectively as possible by spotting window displays where they would do the most good. This plan avoided acres of glass crowding cement pavements, gives shoppers a chance to shop leisurely, channels them into the store to buy.

In remodeling the building, radical changes were not found to be necessary. Big doors and windows of the old structure were converted into modern show windows. Show windows on the terrace or patio side were projected out from the building to form display bays, required only the cutting of small access doors. A detached show window resembling the others was placed

(Continued on page 132)

at $\frac{1}{2}$ the price
you'd expect

Fiberglass-reinforced (actual size)



Creped for flexibility

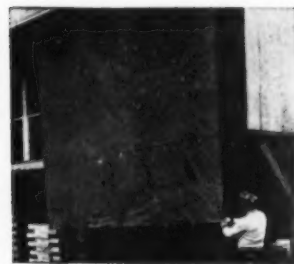
Edges folded and sealed

Waterproofed! Tough 2-ply kraft impregnated with a special compound

Solid brass grommets at 24" intervals



For protecting materials at low cost



For windbreaks and many other uses



Other Quality Building and Construction Papers • Copper-skin • Vaporseal Brownskin • Lumaskin • RFD Brownskin • Glass-mat

NEW Brownskin Tarps

New, lasting materials used in Brownskin Tarps make possible amazing low prices.

Sizes 8 x 10, 10 x 12, 12 x 16, 15 x 20 at HALF the price you'd expect. Also, these widths in lengths up to 75' at one-third the price of other tarps.

Send now for dealer's name, low prices and . . .

Free sample

ANGIER CORPORATION
Framingham 24, Mass.

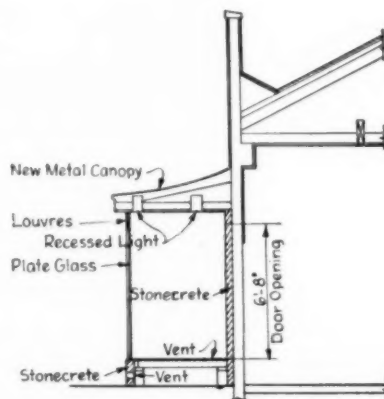
transforms old garage

(Continued from page 131)

right on the corner. "Gold glass" was used as a protection against sunlight.

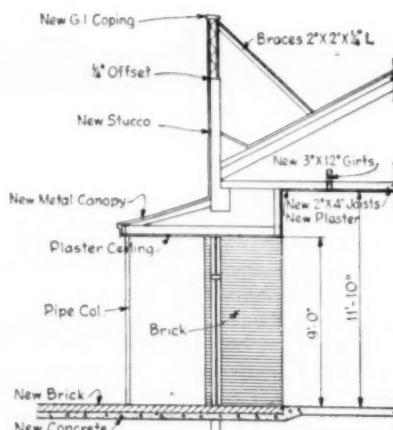
The main entrance became the focal point of the building by opening up a large portion of the original wall. The vacant lot was turned into a terrace, floored with alternate squares of common brick and concrete. Brick squares were placed to lead customers to main entrance.

Now, when people pass the store, they are tempted to "cut the corner." When they do, they are practically inside the store itself. The island show window helps to channel them there.



SHOW WINDOW SECTION

Cross section of one of the display bays shows how bays were attached without expensive change or cutting into of original building



ENTRANCE SECTION

Greatest amount of cutting into of original building took place at main entrance to store. Cross section shows new construction of entrance, additional height given building with new coping

Now ANY home can have
that "contemporary" look!



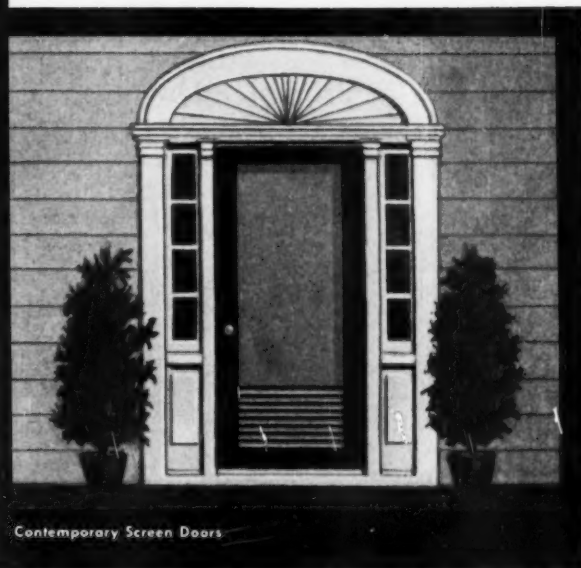
Contemporary Combination storm and screen doors

Entrances take on that "contemporary look" when protected and decorated by one of these new Contemporary doors. Available both as combination doors with storm and screen inserts—and as permanently wired screen doors—they feature a unique fluted-panel design that offers exciting new possibilities for "personalized" color treatment.

As a combination storm and screen door the Contemporary is offered in three attractive insert styles including the beautiful protruding "picture frame" insert shown above. Storm sash and screen panels are designed for quick and easy changeability and require little storage space.

Send for the four-color brochure which describes in detail the delightful color combinations suggested by the Contemporary's design.

with these *Continental*
contemporary doors



Contemporary Screen Doors

The Continental Contemporary screen door is permanently wired, and presents the same combination of Continental quality construction features as is found in all Contemporary doors: mortise and tenon construction; made of Ponderosa Pine, the wood of warmth, beauty and durability. There is no other screen door in its price range that can approach its beauty and utility.

**A CONTEMPORARY STYLE
FOR EVERY ENTRANCE
—ANY TASTE**



As an all-weather combination storm and screen door the Contemporary is also available with one-light flush insert (left) and with three-light flush insert (right).



Continental

products are manufactured by:

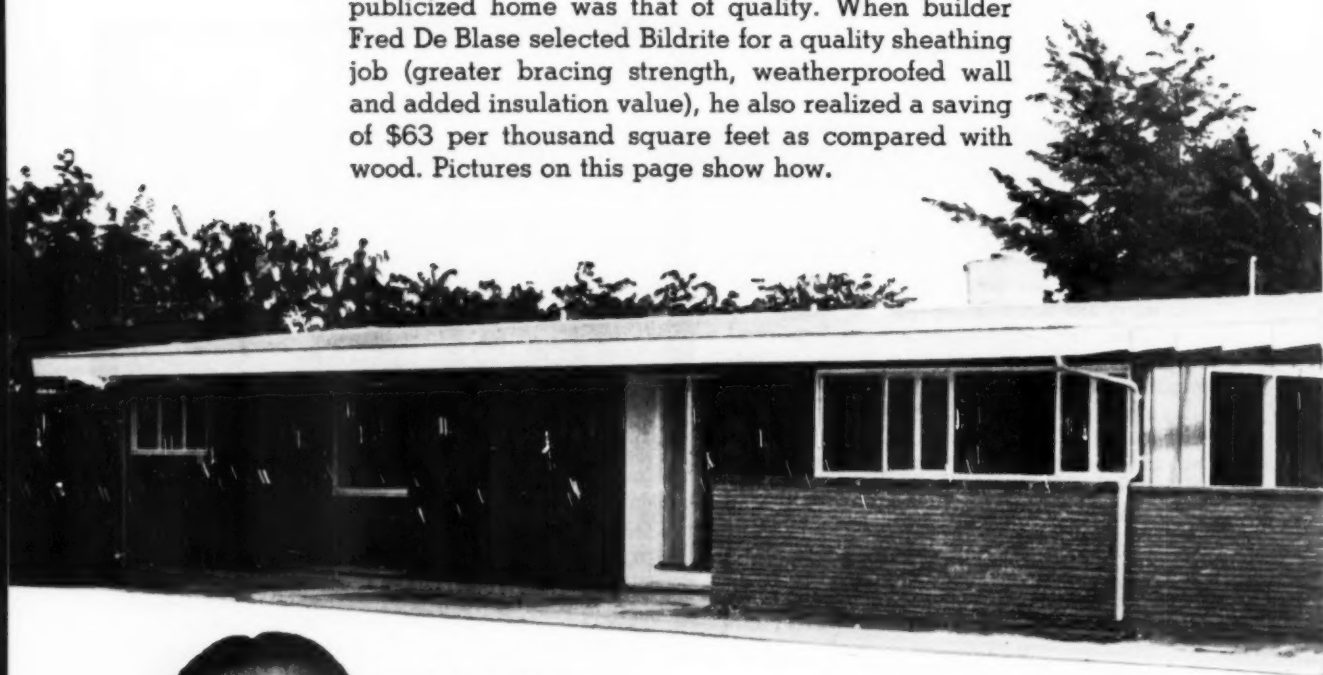
The Wabash Screen Door Co.—Minneapolis—Chicago—Memphis
Owosso Manufacturing Company—Owosso, Michigan
Philadelphia Screen Manufacturing Company—Philadelphia

and sold through **CONTINENTAL SCREEN COMPANY**
1323 BOOK BUILDING - DETROIT 26, MICHIGAN

Here's how Rochester's Fred P. De Blase built extra quality into national magazine "idea house," yet...

saved \$63 per with Bildrite!

50,000 people will visit this nationally-promoted home this month. One of the most important considerations in selecting materials to go into this much-publicized home was that of quality. When builder Fred De Blase selected Bildrite for a quality sheathing job (greater bracing strength, weatherproofed wall and added insulation value), he also realized a saving of \$63 per thousand square feet as compared with wood. Pictures on this page show how.



Fred P. De Blase,
Rochester, N.Y.,
Director NAHB, Director N.Y. State
Home Builders Assn., Past Pres.
Rochester Home Builders Assn., Director
Natl. Comm. for Slum Rehabilitation,
Reg. Chairman Education & Public
Relations Comm. of NAHB.

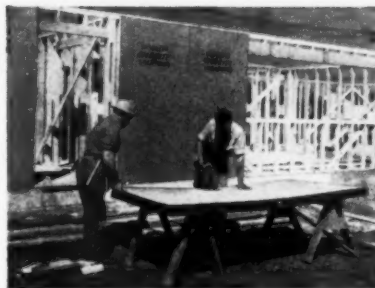
Build and insulate with double-

- 1. Bildrite goes up faster, easier.** Two carpenters can sheath 1,000 square feet in half a day or less. Cuts application time as much as 43% compared with wood. Has tremendous bracing strength. 4' Bildrite eliminates need for corner-bracing (F.H.A. accepted).



M sq.ft.

- 2. Easy to cut, reduces waste.** Bildrite cuts cleanly, quickly, easily with a handsaw or power saw. Virtually eliminates cutting and matching waste. With 4' Bildrite, you order 1,000 ft. to cover 1,000 ft. Compare this saving with the minimum of 12% loss figured for wood sheathing.



- 3. Eliminates building paper.** Since Bildrite is water-proofed throughout with asphalt, there is no need for felt. Bildrite protects against moisture, yet is highly permeable to allow vapor to escape toward the outside. Also eliminates shrinkage problems commonly associated with wood.




Write! See how you can save with Bildrite. Free literature includes cost-comparison forms. Figure your own saving. Illustrated product and application folders show how. Write Insulite, Minneapolis 2, Minnesota.

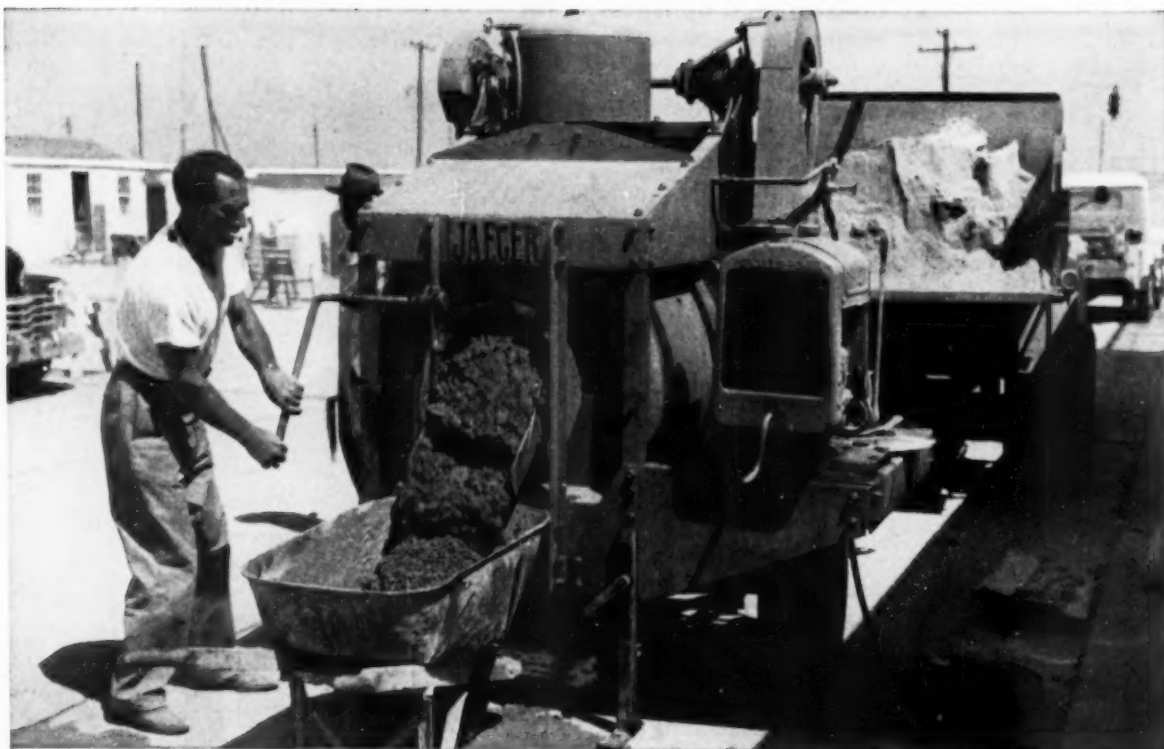


INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS.

duty INSULITE

The original structural insulation board 



Jaeger's faster mixing cycle pays off in more concrete per wage-dollar

Look how the Jaeger Speedline mixer puts out stiff concrete. It charges in 5 to 7 seconds with patented "Skip Shaker" loader...mixes more thoroughly with Jaeger's "criss-cross re-mix" action...discharges in another 5 to 7 seconds with Jaeger's extra big drum blades and "catch-all" spoon. Time saved at both ends of every mixing cycle gains time for extra batches.

Jaeger mixers not only have more features for fast loading, thorough mixing and fast discharge, but also give you fast trailing to the job and quick, easy spotting on location — a combination of advantages that have made them the leading mixers for many years.

Equally important, Jaeger insures longest life and low upkeep with such engineering features as tracks of high carbon steel machined true on the drum, Timken bearing drum rollers, bigger engines with power to spare, and highest-type automotive transmission.

Let your Jaeger distributor show you the mixer that will make you the most money in your work. Power loader models available in 6, 11 and 16S sizes.



3½S with shaker hopper puts out 12 to 15 more yards a day

Mixes up to 50 yards daily. While one batch mixes, you load the next. Measuring power shaking hopper automatically shakes load into drum the instant gate is opened. Mixing is practically continuous — a real money-maker.

Ask for Catalog M-10

3½S Tilter easily mixes 35 yards of concrete a day



Fastest half-bag tilter on the market. Patented "V" bottom "dual-mix" drum doubles the mixing action of any ordinary tilter, produces cleaner discharge. Also mixes plaster, mortar and bituminous material.

"Power Hoe" plaster-mortar mixers save time and labor



Multi-blade pug mill mixing action produces better-mixed, higher-strength material that is easier to spread. Jaeger's leak-proof seal protects Timken bearing drum shaft. Bigger engines, automotive transmissions, 3½ and 6½ ft. sizes to keep ahead of any size crew. Described in Bulletin PM-50.

THE JAEGER MACHINE COMPANY

521 Dublin Avenue, Columbus 16, Ohio

PUMPS • COMPRESSORS • TRUCK MIXERS • LOADERS • PAVING MACHINES

**SAVE ON
STORAGE SPACE!**

USE *Pella*
WOOD CASEMENTS
with Self-storing
ROLSCREENS and DUAL
GLAZING

ELIMINATE THESE 6 WINDOW CHORES

1 PUTTING UP AND
TAKING DOWN
SCREENS

2 PAINTING AND
REPAIRING SCREENS

3 STORING SCREENS

4 PUTTING UP AND
TAKING DOWN
"STORMS"

5 PAINTING AND
REPAIRING "STORMS"

6 STORING STORMS

With PELLA WOOD CASEMENTS, you don't have to allow a single extra inch of costly storage space for storm windows and screens. Pella Casements are equipped with self-storing ROLSREENS and DUAL GLAZING. Once in place, always in place! Prospective home builders and buyers appreciate their many time and work saving features.

Pella Casements save money on the job, too, because they are completely assembled and pre-fitted at the factory. Stock-size Pella units combine to give countless custom-like effects.

Only Pella Casements provide all three: Rolscreens, Dual Glazing, stainless steel weatherstripping. Glass openings are available up to 60" high and 24" wide. Low air infiltration factor permits use of more glass without increasing heat loss.

Wood-lined steel frame is fitted with full 1 3/4" wood sash. More standard Thermo-pane sizes are available for Pella Windows than for any other wood casements. Investigate Pella Casements today.



All Pella Casements are equipped with inconspicuous Pella Rolscreens — the original self-storing inside screens that roll up and down like window shades.



Pella Casements have Dual Glazing — the year-round, self-storing storm window that protects against winter cold and summer heat.

MAIL COUPON TODAY

ROLSREEN COMPANY, Dept. F-69, Pella, Iowa

Gentlemen:

Please send free literature on Pella Wood Casements with ROLSREENS and DUAL GLAZING features.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

OTHER *Pella* PRODUCTS

MULTI-PURPOSE WINDOWS • ROLSREENS
WOOD FOLDING DOORS • VENETIAN BLINDS
LITE-PROOF SHADES



What does it take to start a

Some of the attractions in
the Manhattan Manor Project,
Tampa, Florida



G-E AUTOMATIC WASHER with Activator® washing action. Finest washing and damp drying available today.



G-E SPACE MAKER REFRIGERATOR that provides one-third more refrigerator space than old-style models.



G-E AUTOMATIC DISHWASHER that saves time, work and hands. Also: G-E Disposall® and G-E Automatic Water Heater.



► **G-E RANGE** with EXTRA-Hi-speed Calrod® unit. Faster, safer cooking.

Many of the General Electric equipped homes will be featured during National Home Week, September 19th through 26th.





house-buying stampede today?

6500 people visited Manhattan Manor, Tampa, Florida on opening day; many signed firm contracts. Record to date: 225 houses (each equipped with a G-E Kitchen-Laundry) sold, with 375 more planned!

"Unless a person was on the scene with us opening day, it is difficult to imagine the enthusiasm of the people, and their eagerness to sign up for one of our houses with General Electric Kitchen-Laundry equipment. It was like a stampede," says M. H. Foster.

"We feel the sales record is even more impressive when one considers that other builders' homes in the area remained unsold, although the structures were erected before ours.

"We just wouldn't think of erecting houses today without a General Electric Kitchen-Laundry."

Opportunity for you. Not just in Tampa, but in scores of cities, builders are reporting phenomenal sales results with G-E appliances. Why not get all the facts through your G-E distributor today?

Home Bureau, General Electric Company, Appliance Park, Louisville 1, Kentucky.



Left to right: D. H. Foster, secretary; George Nipper, G-E distributor-builder representative; and M. H. Foster, president of Manhattan Manor. Ask your G-E Major Appliance distributor-builder specialist about promotional plans for your market.

REGARDLESS OF PRICE RANGE, your houses can have a G-E Kitchen-Laundry
(See your G-E distributor for answers to your kitchen problems.)



IN YOUR \$9,995 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall and G-E Cabinets. Adds as little as \$8.26 monthly to mortgage payments.



IN YOUR \$12,500 HOUSES

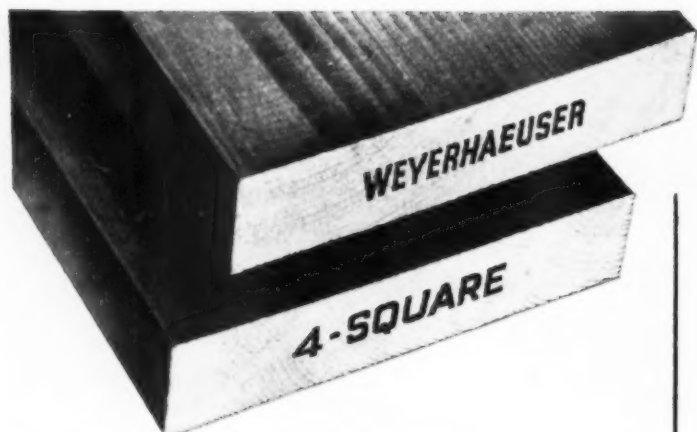
Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Cabinets. Adds as little as \$5.31 monthly to payments.



IN YOUR \$16,000 HOUSES

Include G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Dryer, G-E Cabinets. Adds as little as \$6.31 to payments.

GENERAL  **ELECTRIC**



*this brand
name on lumber
also means*

kiln-dried

CONTROLLED KILN SEASONING IS ONE OF MANY REASONS WHY WEYERHAEUSER 4-SQUARE MEANS UNIFORMLY HIGH QUALITY LUMBER

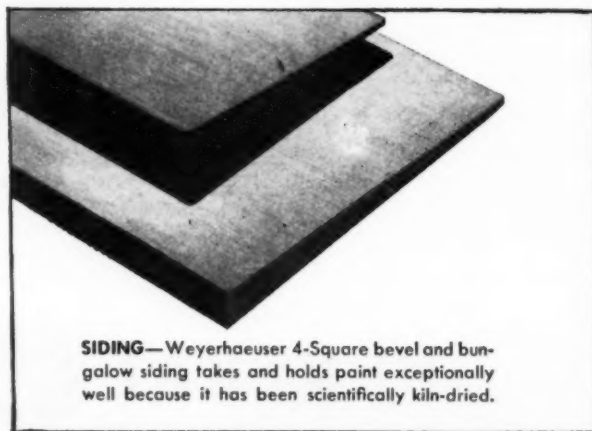
The use of well known, trade-marked materials always wins appreciative approval from home and building owners. When they see quality going into their jobs they accept delivery with complete confidence.

Builders and owners see in the Weyerhaeuser 4-Square brand name a familiar mark of quality. This confidence is the result of many years of advertising and, more important, the fine record of performance of every product bearing the Weyerhaeuser 4-Square trade mark.

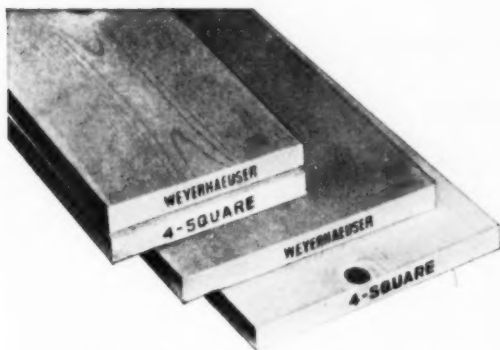
One of the reasons for the widespread acceptance of Weyerhaeuser 4-Square is the fact that every piece of lumber bearing this brand has been scientifically seasoned. Controlled seasoning means that this lumber has good dimensional stability and maximum strength and stiffness. Kiln-drying also enhances surface appearance and improves paintability. These characteristics, plus the benefits of precision sawing and surfacing, proper grading, careful handling and shipping,

mean that Weyerhaeuser 4-Square Lumber is always a reliable product.

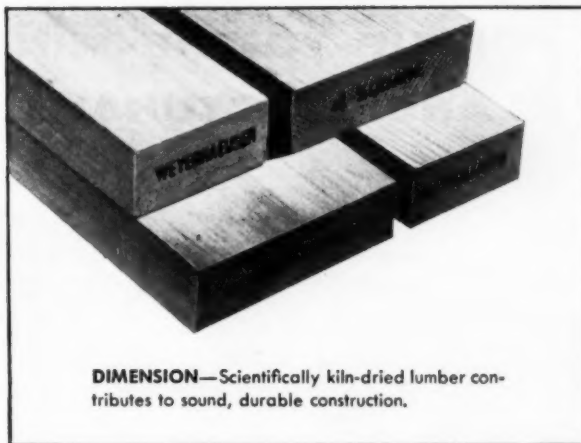
Why not take advantage of the fact that buyers know and recognize Weyerhaeuser 4-Square as a mark of quality? See this lumber, in a wide range of species, grades and sizes, at the office of your local Weyerhaeuser 4-Square Lumber Dealer.



SIDING—Weyerhaeuser 4-Square bevel and bungalow siding takes and holds paint exceptionally well because it has been scientifically kiln-dried.



BOARDS—Every board bearing this brand name has been seasoned prior to manufacture.

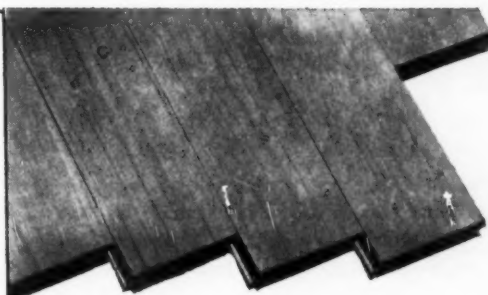


DIMENSION—Scientifically kiln-dried lumber contributes to sound, durable construction.

lumber



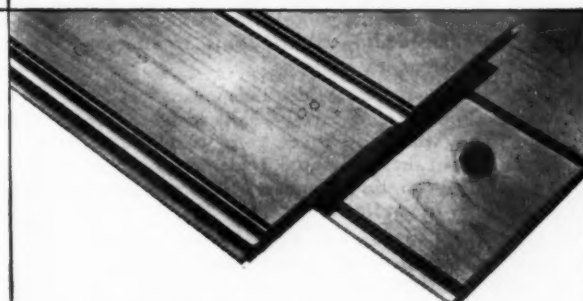
END MATCHED—This popular item eliminates waste and reduces building time — proper seasoning gives it maximum strength.



FLOORING—Controlled kiln-drying means a firm, smooth surface for superior appearance and wearability.

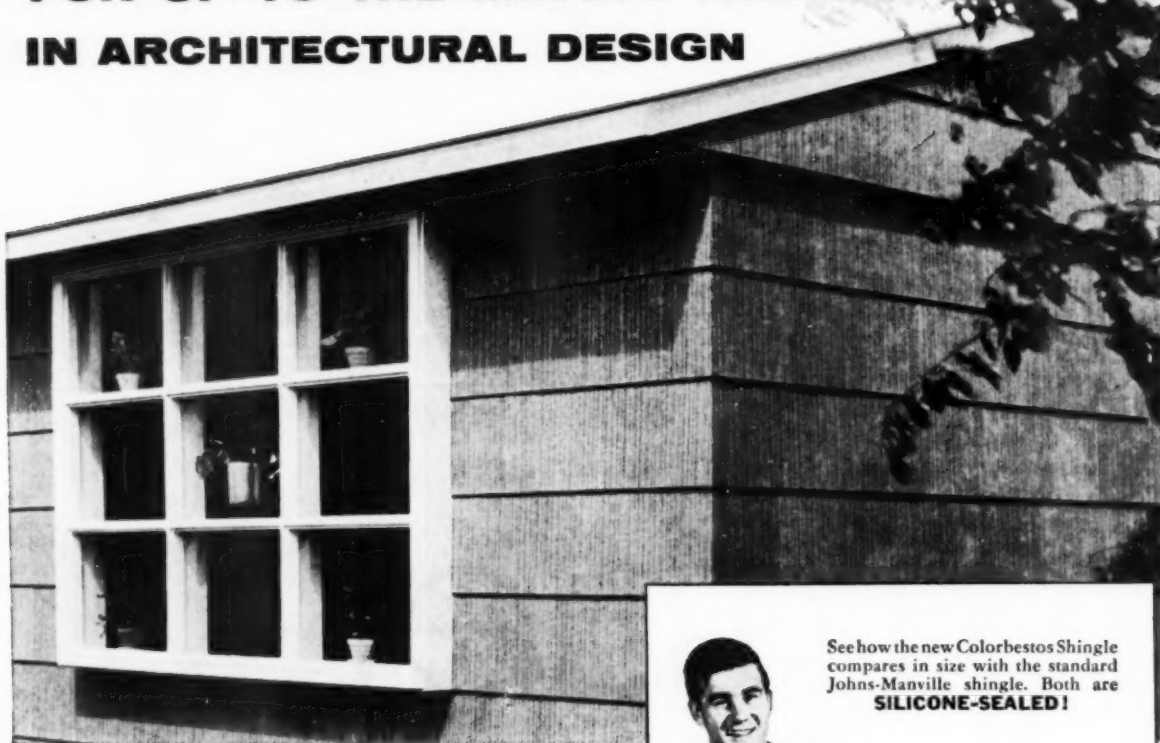
**Weyerhaeuser
Sales Company**

ST. PAUL 1, MINNESOTA



PANELING—Seasoned Weyerhaeuser 4-Square paneling presents a dry, smooth surface for a variety of finishes.

FOR UP-TO-THE-MINUTE TRENDS IN ARCHITECTURAL DESIGN



NEW "KING-SIZE" COLORBESTOS SHINGLES



These beautifully styled shingles, laid up in wide courses with heavy shadow lines, give the modern home a smartly different new look

There are three big features of the new Johns-Manville Colorbestos Shingle that make it one of the most outstanding contributions to contemporary architectural design.

First its size. It is 32" wide. This means it spans two stud spaces and permits nails to be driven directly into the studs spaced 16" o. c. regardless of the type of sheathing used. It also means there are only 33 shingles per square which saves time and money in application.

Second its appearance. Colorbestos Shingles have an entirely new random-ribbed striated pattern that adds character to the house. The

broad exposure meets today's architectural trend. Applied over J-M shingle backer they cast a heavy shadow line accenting each course. Available in white and several attractive colors.

Third . . . Colorbestos Shingles are Silicone-Sealed. This means they defy water, resist soiling and discoloration, are virtually self cleaning. And . . . like all J-M asbestos shingles they are fireproof, rotproof and never need paint to preserve them.

Send for new architectural brochure which fully describes this new development. Write Johns-Manville, Box 60, New York 16, N. Y.



Johns-Manville

You'll be using
it maybe several
times a day
every day of
your life



Lights in Strand door optional

Sell the STRAND Door as an APPLIANCE— not just as another "wall" of the garage

by don herold

The public is "appliance-minded" these days. They are willing to pay good money for things that give 'em better living—dish washers, deep freezes, television sets, washing machines, electric stoves, etc.

Well, a garage door is a working appliance, too. It can irritate or it can satisfy, every time it is used.

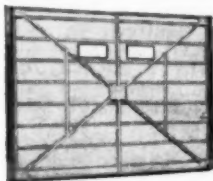
Some doors keep the home owner sore—wood doors that swell, shrink, sag and splinter—aluminum doors that may dent easily—inferior steel doors that may get out of kilter

Personally, I'd pay double to get a STRAND All-Steel door. But, strangely, here's a case where the best costs less. Reason is, STRANDS are standardized and mass-produced in the biggest home door factory, and, also, they are more easily installed.

They Add to Home Beauty, Too

All modern 'home "appliances" sell partly on beauty appeal. STRAND quali-

fies here, too. They have smart, modern, horizontal-line styling. Also, you close 'em more, because they close easily, and that hides that ugly cavity which many garages present to the street or neighbors.



Built Like a Bridge

The enduring "eastness" of STRAND doors is due to their all-welded, all-steel bridge-like construction. Welded into one piece, the strong rear diagonal braces are welded to the door and to the deep, sturdy steel frame.

STRAND doors are galvanized with a thick, oven-baked coat of zinc armor. No prime coat needed.

Quickly Installed—More Profit

Your installation time is shorter with a STRAND because of 1-piece construc-

tion and factory-assembled hardware. And there are no costly call-backs.



For Today's Wide Cars

For only \$5.50 more (factory list) you can give 'em a 9' STRAND door. (8' door and 16' double door also available.) Receding or canopy types available in 8' or 9' widths.



Easily Available

STRAND doors have wide national distribution, through 150 distributors and thousands of dealers.

This Book Will Help You

This 32-page book will make you a garage expert, and give you 12 smart designs and floor plans, material lists, driveway sketches, etc.



Strand Garage Door Division
Detroit Steel Products Co.
Dept. AS-9, 2242 E. Grand Blvd.
Detroit 11, Michigan

Please send 32-page booklet of Garage Plans and Ideas. I'm enclosing 10c for postage and handling ☐

Please send free Strand literature and free Garage Plan of the Month ☐

Name _____

Address _____

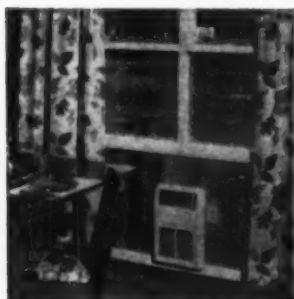
City _____

State _____

Now—a thermostat in every room*

*including bathrooms

WITH IRON FIREMAN SELECTEMP—A NEW TYPE OF CENTRAL HEATING SYSTEM



THE idea of an individual thermostat in *every room*—and the almost unbelievable improvement in home comfort inherent in such a system—is something that prospective home owners can understand at a glance. With SelectTemp

heating they can have any temperature desired, in any room, at any time. Furthermore, SelectTemp is exceptionally responsive. The temperature level of any room can be changed in just a few minutes.

Every room is an individual zone

Filtered warm air is circulated continuously by each room unit, which automatically modulates both the temperature and volume of the circulated air. If desired, any proportion of outside air can be introduced for ventilation. Another feature is that with heating units on outside walls, the thermostats sense drops in outdoor temperature before room air is affected,

building up indoor air temperature to compensate for colder walls.

SelectTemp is not limited to two or three "zones." Every room—even the bathroom—is an individual zone, yet SelectTemp costs no more than many heating systems with only *one* thermostat in the whole house.

Mail coupon below for complete, detailed information.



SelectTemp room heaters are 18" high, with varying width. Shown here is 12,000 Btu unit.

SelectTemp Highlights

THERMOSTAT IN EVERY ROOM. Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT. Air circulation is continuous. Both temperature and volume of air are automatically modulated, as required to offset heat loss from room.

FILTERED, CIRCULATED AIR. Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

BOILER LOCATION. Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

LOW POWER COST. No electricity required to operate circulating fans. Nonelectric thermostats.

LOW INITIAL COST. No other system can be so easily installed in either new or old construction. Small soft copper tubing ($\frac{1}{4}$ inch I.D.) carries steam to individual room heater units. Return lines are $\frac{1}{8}$ inch. Substantial savings in installation costs.

LOW FUEL COST. Temperature easily reduced in unused rooms. Eliminates overheating.

AUTOMATICALLY BALANCED. No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

Send for Full Information

IRON FIREMAN MANUFACTURING CO.
3239 W. 106th Street, Cleveland 11, Ohio

Please send literature on Iron Fireman SelectTemp heating.

Name _____

Address _____

City _____ State _____

SelectTemp

TRADE MARK

PRODUCT OF IRON FIREMAN

Copyright, 1954—I. F. Mfg. Co.



Woven **Corrulux**... LOF's new decorative panel that combines rich texture with uniformity of color

● Use *Woven Corrulux* for indoor planters (right) or for office partitions (below). It's shatterproof, strong, resistant to sharp blows, moderate in cost. *Woven Corrulux* comes in two weaves: *bold weave* for accent on texture, *fine weave* for lighting effects.



Woven Corrulux, offered exclusively by Libbey-Owens-Ford Glass Company, captures a new translucent texture and uniformity never before obtained with any other building material. It combines shatterproof translucence with the textured pattern of woven fiber glass fabric, creating a brand new, decorative building panel.

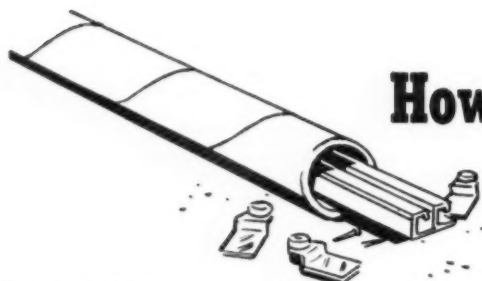
Woven Corrulux is perfect for room dividers, tub and shower enclosures, ceilings, decorative interior facings, movable screens, and countless other uses.

● Bath enclosures and shower stalls of *Woven Corrulux* add colorful translucent beauty.



See your Corrulux distributor, or send for **FREE COLOR FOLDER** giving full information, suggested uses and showing seven *Woven Corrulux* decorator colors. Just write to Dept. AB-94.





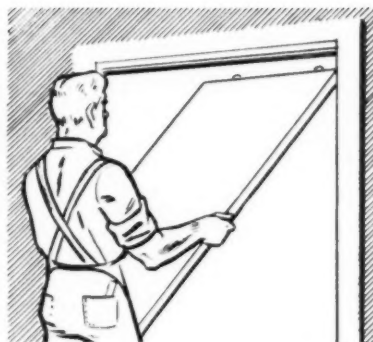
How to install sliding doors in as little as 6 minutes



1 Mount track to header, keeping face of track flush with opening. (35 seconds)



2 Use template to position carriers, attach with single screw. Mount guide-strip on bottom rear. (2 minutes)



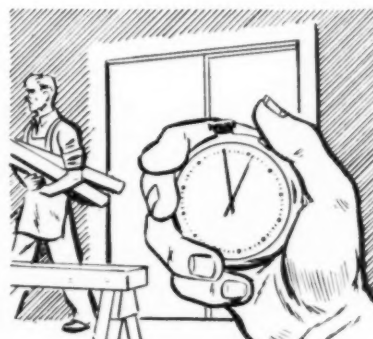
3 Hold rear door at angle and engage rollers on bottom of track. Let hang. Do same with front door. (30 seconds)



4 Bottom clearance should be $\frac{1}{4}$ ". Loosen screw, raise or lower door, tighten. Insert other screw. (100 secs)



5 Open doors. Place floor guide halfway under doors, screw to floor. Move doors and secure other side. (55 secs)



That's all! Time, less than 6 minutes for a pair of by-passing doors! Rocket Sliding Door Hardware goes up fast!

You save twice when you use Rocket Sliding Door Hardware. First on the cash-cost of the hardware, then on the time-cost of installing it.

You get fine features in the Rocket. The handsome self-facing track mounts flush, needs no fascia plate. Headroom is low, nylon rollers are quiet and construction is absolutely sturdy. **Pre-Packaging** brings Rocket Hardware to the job complete, protected and cut to standard size. (4', 5', 6' or 8' openings, for single, bi-parting or bypassing doors). Also special sizes. **It all adds up!** Low cost, easy handling, fast installation and excellent operation make the Rocket the top seller in its field. See your supplier or write us for full information.

Grant Pulley and Hardware Corporation, 31-63 Whitestone Parkway, Flushing, New York.

**For cutting costs
without cutting quality...**

Rocket

SLIDING DOOR HARDWARE



the newest look in kitchens is...

Pomona Tile

The newest look in real clay tile is Pomona's new Perma-glaze trim being made to match most of the Perma-glaze deck tile sold in the west. The Kansas factory now offers the mid-west a complete new line of sparkling colors and, for the first time, a full line of Rolled-edge trim with stretcher angles to match. See coupon below!



Pomona's real clay tile colors never fade or become dull.

POMONA TILE MANUFACTURING COMPANY

HOME OFFICES: 629 North La Brea Avenue • Los Angeles, California

SEATTLE • SAN FRANCISCO • LONG BEACH • POMONA • NORTH HOLLYWOOD • PHOENIX • SALT LAKE CITY
NORTH KANSAS CITY, MO. • CHICAGO • ARKANSAS CITY, KAN. • F. E. Biagert, Dist. for DENVER & DALLAS

SEPTEMBER 1954

SEND FOR FREE CATALOG!

POMONA TILE
MANUFACTURING COMPANY
629 No. La Brea, Los Angeles 36, Calif.

I do want to see pictures and samples of Pomona Tile's complete line. Please rush a catalog to me!

NAME _____

ADDRESS _____

CITY _____ STATE _____



Now! *Pre-finished* hardwood paneling you install without nails!

Gives any house "upper-bracket" sales appeal for \$70* or less. And it's guaranteed for the life of the home!

What no nails? Absolutely not! This special pre-finished Weldwood paneling is installed with Weldwood Contact Cement. No nailheads to cover, no expensive finishing required—it's even waxed!

The 1/4" wall panels are factory pre-finished, and are available in walnut and oak in handy 32" x 96" and 48" x 96" sizes.

Contact your lumber dealer today! Find out how little it costs to add this big selling feature to your homes.

If your plans call for a model home, then panel a wall or two with Weldwood pre-finished walnut (or oak) like you see here. It can help sell the rest of the homes in your project before the foundations are in.

See the complete assortment of Weldwood paneling, including Weldwood Fir Plywood, at any of the 73 United States Plywood or U.S.-Mengel Plywoods showrooms in principal cities, or mail coupon. (In Canada: U.S. Plywood, Ltd.)



HERE'S ALL YOU DO!

1. Fit panel to center of studs or furring.
2. Brush Weldwood Contact Cement (available at your lumber dealer's) on studs or furring, then on back of panel at points of contact. Allow to dry about 30 minutes, then repeat.
3. When cement is dry, press panel in position on studs or furring. Tap with hammer and wood block. It's up for keeps!



*Approximate cost of 8' x 12' wall area in walnut (shown above) or oak—\$69.

THERE'S PRE-FINISHED PLANKWELD® TOO! Quickly and easily installed on studs or directly to present wall with metal clips which hide nailheads. Clips included with each package of 16 1/4" wide x 8' long panels. Approximate price for 8' x 12' wall:

KORINA® \$66 HONDURAS MAHOGANY \$61 OAK \$61 WALNUT \$66 BIRCH \$53 PHILIPPINE MAHOGANY \$53

**WELDWOOD® PRE-FINISHED
HARDWOOD
PANELING**



United States Plywood Corporation
World's largest plywood organization.

55 West 44th Street, New York 36, N. Y.
U. S.-Mengel Plywoods, Inc., Louisville, Kentucky

AB-9-54

FREE: Please send me complete information on Weldwood pre-finished paneling including installation instructions with Weldwood Contact Cement.

NAME _____

ADDRESS _____

CITY _____

STATE _____

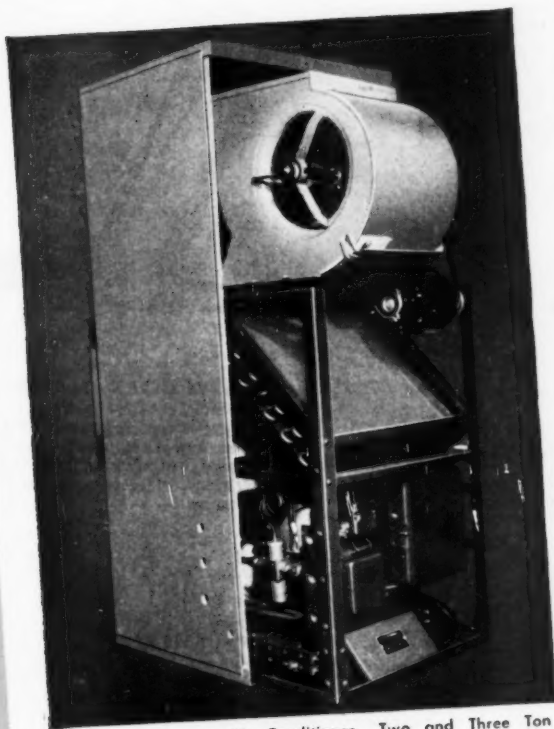


MOR-SUN YEAR 'ROUND

AIR CONDITIONING

can help you sell

your new homes



• Mor-Sun Summer Air Conditioner. Two and Three Ton Capacity. Water or Air Cooled. For every central residential or light commercial application.



• Mor-Sun Model JMT Forced Warm Air Furnace. There's a Mor-Sun Furnace for every heating requirement. Gas or Oil.

When you install Mor-Sun Year 'Round Air Conditioning you add all the *extra* appeal of truly modern, comfortable living to your new homes... at a surprisingly low cost. You make them doubly attractive to today's quality-conscious buyers. Your new homes are easier to sell.

Here are some other reasons for specifying Mor-Sun:

- ... it's a complete quality line, competitively priced.
- ... the right capacity, size and shape to fit *every* home.
- ... they're extremely compact for time and space-saving installation in any type home.
- ... ideally matched, Mor-Sun Forced Warm Air Furnaces and Mor-Sun Summer Air Conditioners can be installed as a complete package or as individual units.

Whether you're building one or several hundred — and regardless of size, type or price class — let us show you how Mor-Sun Year 'Round Air Conditioning can help you sell your new homes.

FILL IN THIS COUPON AND MAIL IT TODAY FOR ALL THE FACTS

*You get so much more
with MOR-SUN*

- Mor-Sun Forced Warm Air Furnaces and Air Conditioners are distributed nationally and sold through leading heating equipment dealers everywhere.

Also manufacturers of ROLY-DOOR STEEL GARAGE DOORS and CARRY-ALL TRUCK BODIES



Mor-Sun Furnace Division, MORRISON STEEL PRODUCTS, INC.
605 Amherst Street, Buffalo 7, New York

Please send me all the facts about Mor-Sun Forced Warm Air Furnaces and Air Conditioners.

Name..... Title.....
Firm.....
Street..... Zone.....
City..... State.....

2 new super

**UP TO 107% GREATER POWER!...UP TO 40%
LIGHTEST WEIGHT...LOWEST PRICE IN**

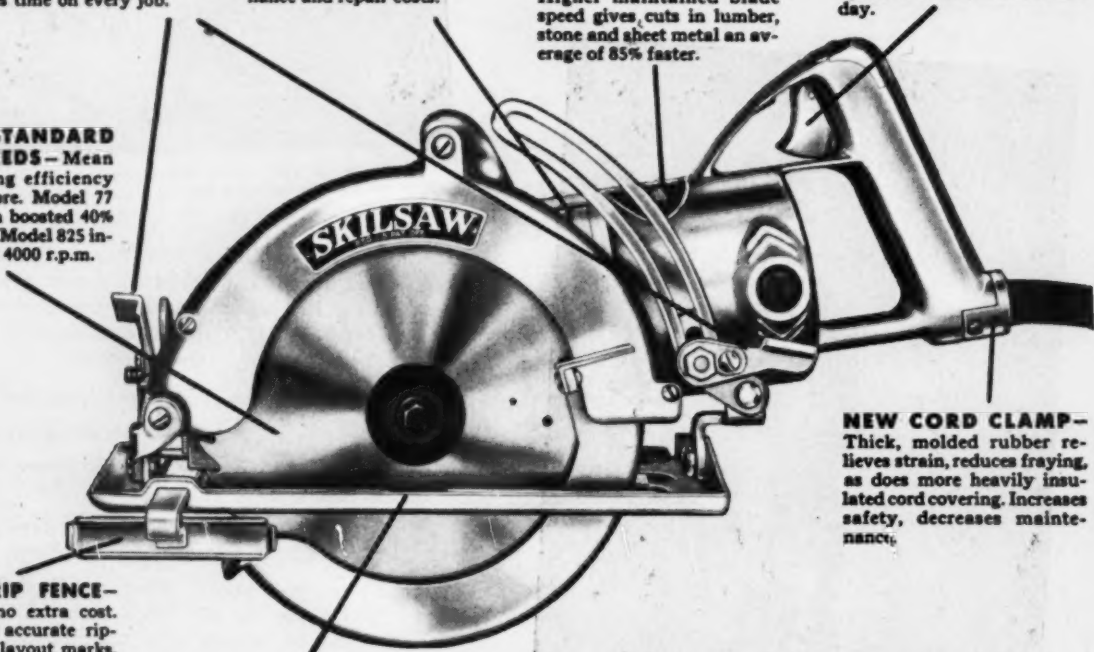
QUICK-LOCK CLAMPING LEVERS—No more lost wing nuts. One quick motion is enough to lock or release. Saves time on every job.

NEW VENTILATING FAN—Unique turbine design assures cool operation, with consequent lower maintenance and repair costs.

NEW, MORE POWERFUL MOTORS—Power output increased 100% in Model 77 and 107% in Model 825. Higher maintained blade speed gives, cuts in lumber, stone and sheet metal an average of 85% faster.

NEW TRIGGER SWITCH—Contoured to fit the index finger. Comfortable for the operator even when used all day.

HIGHER STANDARD BLADE SPEEDS—Mean greater cutting efficiency than ever before. Model 77 speed has been boosted 40% to 4500 r.p.m.; Model 825 increased 34% to 4000 r.p.m.



BUILT-IN RIP FENCE—Standard at no extra cost. Permits fast, accurate ripping, without layout marks. Adjustable right or left; indexed by eighths.

NEW, IMPROVED FOOT—Heavy gauge ribbed aluminum provides great strength. Polished and deep-anodized for minimum sliding friction.

REDUCED WEIGHT—New, improved models have more power per pound than any competitive tools. Substantial weight reduction makes for easier handling.

OPTIONAL SPEED GEARS—Exclusive with SKIL! Low speed gears for metals or extra high speed gears for stone or other special cutting jobs are furnished at nominal extra cost.

NEW CORD CLAMP—Thick, molded rubber relieves strain, reduces fraying, as does more heavily insulated cord covering. Increases safety, decreases maintenance.

**SEE HOW SKIL
OUTPERFORMS
OTHER MAKES!**

In actual tests,
more power
per pound than
any comparable tool.

**ON
CROSSCUTTING
2 x 12's**



SKIL IS:

117% faster than saw A
95% faster than saw B
164% faster than saw C
35% faster than saw D

**ON
RIP CUTTING
2" LUMBER**



SKIL IS:

100% faster than saw A
44% faster than saw B
83% faster than saw C
71% faster than saw D

**ON SCORING
STONE TO
3/4" DEPTH**



SKIL IS:

78% faster than saw A
78% faster than saw B
67% faster than saw C
100% faster than saw D

duty SKIL Saws!

**HIGHER BLADE SPEED!
SKIL SAW HISTORY!**

**Trade in your
old saw for
\$22.50!**

Your old portable saw is worth \$22.50 to you—regardless of its age, make or condition! Here's your chance to own the newest and finest in high-speed, high-power SKIL Saw equipment—through the greatest deal ever!

Good September 15 through November 15. See your SKIL distributor or mail coupon.

NEW SKIL SAW 77 (7¼" Blade)—Speed increased 40% to 4500 r.p.m. and weight cut to 15¼ lbs. Power output boosted 100%. Depth of cut 2¾ inches—Bevel cuts 2" dressed lumber at 45°. Most popular SKIL Saw for all-around carpentry—the standard for general construction. Power to cut wet lumber or tough materials such as metal, stone, compositions.

Price, New Model 77 less case.....\$112.50

Trade-in credit..... 22.50

YOUR COST, ONLY.....\$90.00

NEW SKIL SAW 825 (8¼" Blade)—Speed boosted 34% to 4000 r.p.m. and weight reduced to 17¼ lbs. Power output increased 107%. Depth of cut 2¾ inches. Bevel cuts 2" rough lumber at 45°. A powerful, heavy duty saw, ideal for use on either residential or commercial construction. Powered to easily cut 2" rough lumber—wet or dry—as well as many other tough and resistant materials.

Price, New Model 825 less case.....\$134.00

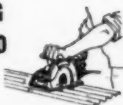
Trade-in credit..... 22.50

YOUR COST, ONLY.....\$111.50

This new SKIL Saw cuts like a blue streak—and I can't stall it either! You should feel its lighter weight, too!



**ON CUTTING
CORRUGATED
STEEL**



SKIL IS:

78% faster than saw A

78% faster than saw B

Saws C & D not recommended

for cutting corrugated steel.

SKIL
PORTABLE TOOLS

Made only by SKIL Corporation
formerly SKILSAW, Inc.
5033 Elston Avenue, Chicago 30, Illinois
Factory Branches in All Leading Cities

FREE! MAIL COUPON NOW! ———

**SKIL Corporation, Dept. AB-94
5033 Elston Ave., Chicago 30, Ill.**

- ☐ We want further information on the new SKIL saw trade-in offer.
- ☐ Have a salesman call to make a demonstration.
- ☐ Let us have a free 15-day trial.

Your name _____ Title _____

Company name _____

Street _____

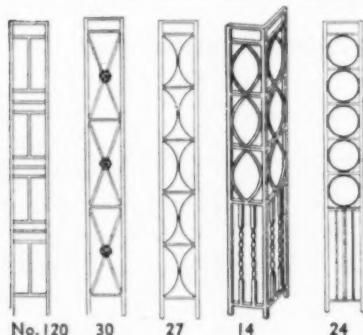
City _____ Zone _____ State _____

Art in Iron

here's the best
stock and custom work—LOW PRICES!

Demand for Artercraft Ornamental Iron Work has mushroomed because of painstaking craftsmanship, charming consumer appeal and low cost. No assembly

on the job! Custom work is produced from specifications with the same careful attention to detail. Quick service—rush delivery.



No. 120 30 27 14 24 20 25

write for **FREE CATALOG**

New 40-page catalog showing stock and custom work prices and installations. Many ideas for your own plans.

PORCH COLUMNS

1" square solid steel supporting posts.

Average weight of 90° porch column is 125 lbs.

Always specify single or 90° corner columns when ordering.

PRICES—12" 90° corner columns: 7'—\$28; 7'6"—\$30; 8'—\$32

Single 12" panels: 7'—\$17; 7'6"—\$18; 8'—\$19

F.O.B. Columbus

Art CRAFT

ORNAMENTAL IRON CO.

720 E. HUDSON ST., COLUMBUS 11, OHIO



WITH **Jiffy**
SAWHORSE BRACKETS

- NO NAILS
- NO BOLTS
- NO SCREWS



At Work



At Home



At Church

All welded construction. Use any 2x4s for legs and crossbar.

Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale in most hardware and lumber stores. If your dealer cannot supply you, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.



HASSALL
annular
threads have

ESTABLISHED 1850



Proven in industries like shoe making, asbestos siding, underlay flooring for linoleum, pallet manufacturing, boat building, etc. The stronger grip of annular threads should solve many a wood fastening problem, maybe yours! Write for samples.

JOHN HASSALL INC.

P.O. Box 2151, Westbury,
Long Island, New York

No. G-53 make display signs part of building

This one-story building in San Diego, California, introduces an effective design note—architectural integration of the single tenant's exterior advertising signs with the building itself. This method of expression is gaining favor throughout the country in small and medium-sized structures. It avoids defacing of the front with large, garish display signs.

In this case, the sign motive as part of the basic structure is carried out by the use of a pylon. Placed at one side of the entrance, the pylon extends approximately 35 brick courses above the roof line. A stepped arrangement of brick on the front end of the pylon increases its width as it extends upward. The 6x4x12-inch Rocklite Hazard Bloc of the pylon is laid up in stacked bond with raked vertical joints. Balance of the building's masonry is laid up in common bond. The horizontal, sectional profile of the pylon is shaped to a 20 foot radius each way from center line. Inside of the entrance the pylon is extended by means of 2x12-inch vertical redwood planks which are equally spaced. These extend from the top of a planter to the ceiling line and form an effective design feature.

In this store front arrangement, planters are extensively used. They continue around both sides of the pylon, both in and out of the store, and also along the front face of the show window. The brick face of the planters are stepped out in the same manner as the end of the pylon.

Not wanting to lose the sales appeal of a display unit near the entrance, the designer has placed a showcase in the center of the pylon on the entrance side, just above the level of the planter. This display case, which is built of wood and covered with copper on the outside, extends nine inches out from wall.

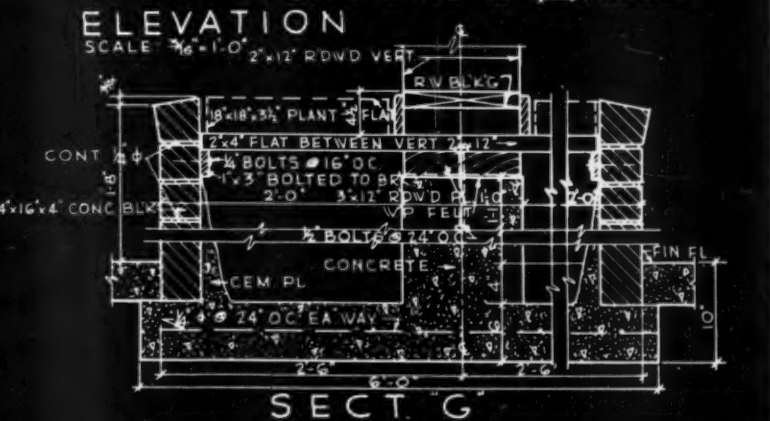
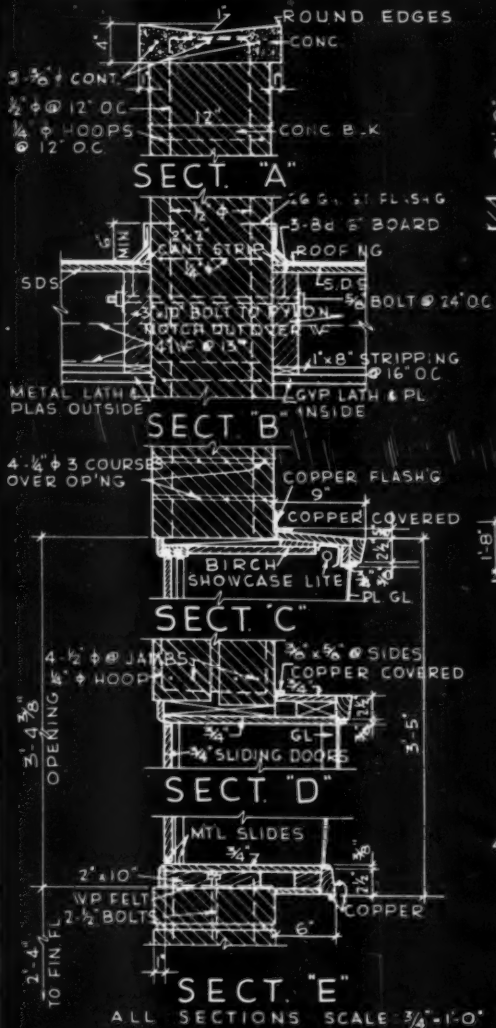
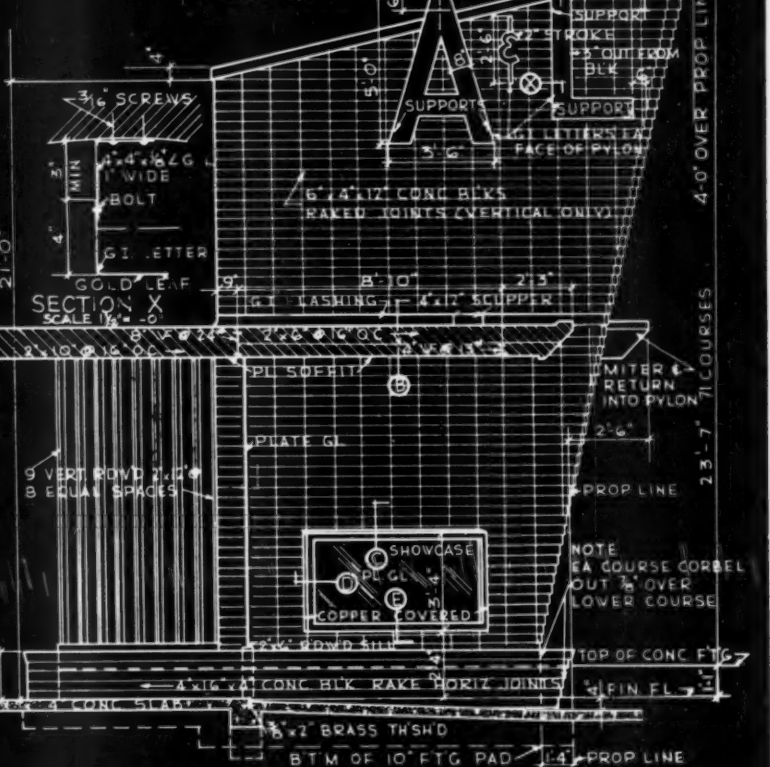
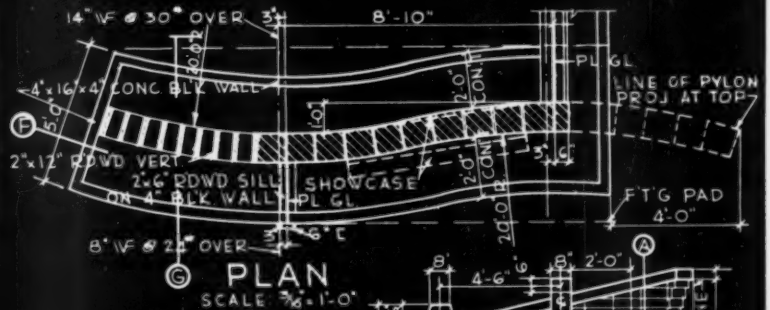
The 6-inch channel door frame positioned alongside of the planter is imbedded in the concrete floor slab. A continuous raggle is cut in the face of the pylon to receive the glass area which extends over to the door frame. This glass is set in the raggle and imbedded in mastic.

AMERICAN BUILDER

AMERICAN BUILDER'S STORE FRONT DETAILS

Designed by Herluf Brydegard, Architect, San Diego, Calif.

NO. G-53 CONCRETE BLOCK PYLON





NEW CHEVROLET TRUCKS

**shorten your schedules
and cut costs in the bargain!**

You can actually count on a Chevrolet truck doing your job faster and for less money. That's a strong claim, sure; but one that's been proved time after time on job after job.

EXTRA POWER SAVES YOU TIME

All three Chevrolet truck engines—the "Thriftmaster 235," the "Loadmaster 235" and the "Jobmaster 261"—deliver extra horsepower for greater acceleration and hill-climbing ability. You haul your loads on a time-saving schedule and save money doing it—for with Chevrolet's higher compression ratio you use less gas.

BUILT-IN RUGGEDNESS SAVES YOU MONEY

Stronger, more rigid frames, newly designed clutch; huskier rear axles and drive lines in 2-ton models; higher capacity universal joints in medium- and heavy-duty models—these beefed-up built-in chassis features mean your Chevrolet truck is going to stay on the job for a longer time. They also mean you can expect extra-low operating costs.

Another important advantage is Chevrolet's low original cost—lowest of all lines of trucks! You save the day you buy, and you go right on saving as long as you own that Chevrolet truck. Drop by your Chevrolet dealer's and look over the many models he has to offer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**MOST TRUSTWORTHY TRUCKS
ON ANY JOB!**



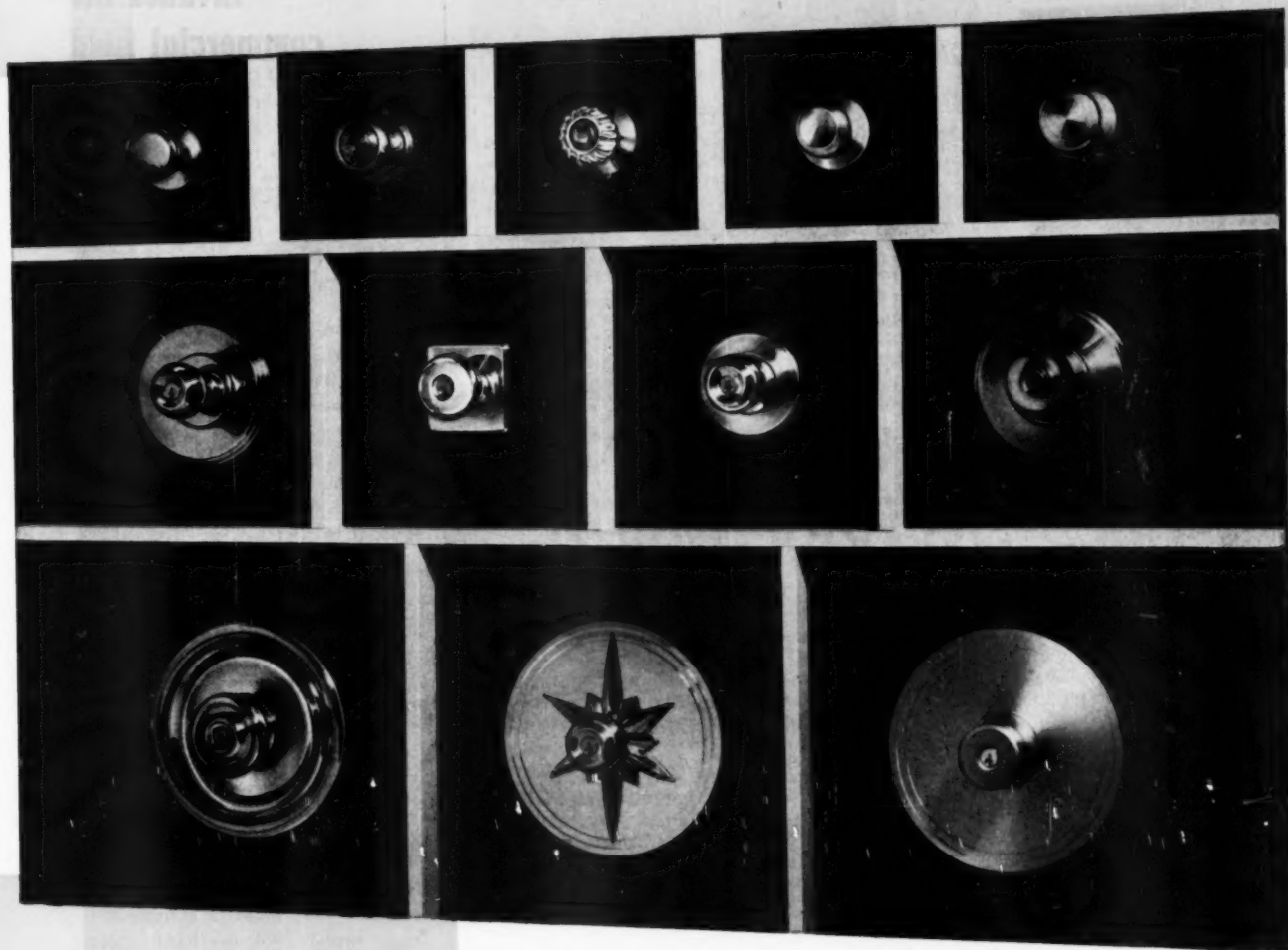
CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

*Optional at extra cost. Ride Control Seat is available on all cabs of ½- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

AMERICAN BUILDER

WIDE VARIETY OF SCHLAGE DESIGNS ADDS PERSONALITY TO YOUR HOMES



Take advantage of Schlage's wide variety of lock designs and finishes

Individualized doorway treatments are a powerful, yet inexpensive way to add personality to your homes. By combining the many Schlage lock designs, finishes and ornamental escutcheons you can create a large number of lock stylings to give the doors of every one of your homes a different look. This has a two-fold advantage: it offers buyers an additional distinctive feature...and you can use the famous Schlage quality as an extra sales point. When you plan your homes, include Schlage personalized doorway treatments!

The front door is a buyer's first introduction to your homes

Choose an unusual and dramatic entrance door lock from the lock stylings pictured in the middle row, above. Or, if you are building luxury homes you'll want the rare elegance of the locksets pictured in the bottom row. With Schlage you can even make your interior locks contribute to the attractiveness of your home when you choose from the beautiful designs in the uppermost row.

All of these locks are available in brass, bronze, chrome, or aluminum finishes...polished to a gleaming luster or brushed to a soft sheen.

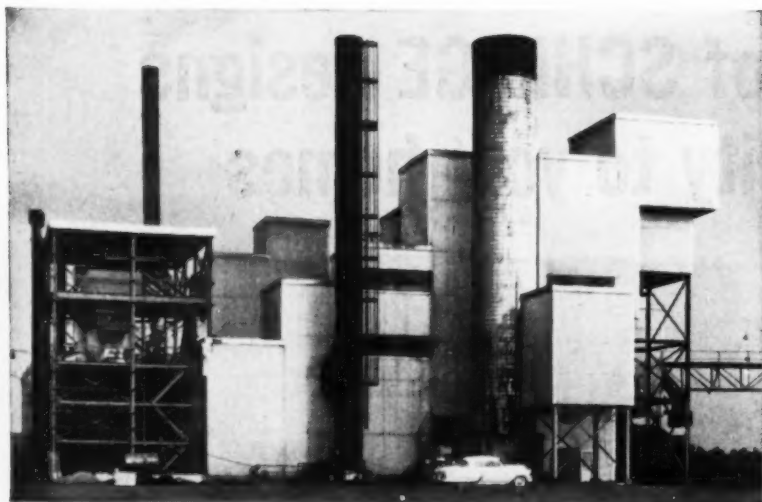
When you plan colors, tiles, and other features—include a variety of Schlage lock stylings. They are important details that add personality and saleability to your homes.

FREE—Write for "Home Planners' Guide," 650-Y
It shows in full color many lock stylings and doorway treatments that can be created with Schlage Locks.

SCHLAGE®

"THE WORLD'S MOST IMITATED LOCK™"

SCHLAGE LOCK COMPANY SAN FRANCISCO NEW YORK VANCOUVER, B. C.



MR. MERLE C. KELCE, of the Sunlight Coal Company, St. Louis, Mo. says they specified Kaiser Aluminum corrugated industrial sheet for their Lynnville, Indiana plant (above) because, in his words:

"Aluminum sheet gave us best value"

"ALUMINUM SHEET was an obvious choice for our Lynnville plant," says Mr. Kelce, "because it was lower in cost than any other building material offering so many advantages.

"The corrosion resistance of Kaiser Aluminum sheet was a big plus, because the plant is subjected to corrosive fumes and gases. And of course, aluminum sheet is so strong and durable it will last many years without maintenance of any kind."

Not only does Kaiser Aluminum Industrial Roofing and Siding give extra

value at low cost, it provides immediate savings. Its light weight means reduced transportation, handling and erection. In addition, it often requires a lighter, less-expensive under-structure.

For A.I.A. File and complete information contact any Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc. General Sales Office, Palmolive Bldg., Chicago 11, Ill.; Executive Office, Kaiser Building, Oakland 12, Calif.

Kaiser Aluminum

Industrial Roofing and Siding

Get all these advantages with Kaiser Aluminum Corrugated Sheet

Light Weight—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.

Strong—The increased depth ($\frac{7}{8}$ ") of the corrugations of Kaiser Aluminum Roofing provides greater load carrying capacities over the longer spans required in modern industrial construction.

Corrosion Resistance—High resistance to most industrial fumes. Can't streak with red rust stains. Maintains its attractive appearance indefinitely.

Low Maintenance—Never needs painting. Resists heavy winds and hail.

Cooler, Brighter Interiors—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reflectivity insures extra interior heat.

Low Cost—Provides a combination of advantages not available in other materials at any price.

No. D-112

the residential look invades the commercial field

Details on the opposite page illustrate gable and eave roof arrangement and typical wall section of a fire station in Tacoma, Washington.

With its low-pitched roof and extended overhang, building is a good example of adapting the prevailing mode in domestic architecture to small store, service and other utility buildings in suburban areas.

Of great interest is the simplified type of gutter. This is of 20-gauge, galvanized iron built into the extended overhang of the roof. The ends of the roof rafters are cut out to receive the gutter. Shaped in the shop, it is placed in position on the building after installation of the wood fascia board. With a built-up gravel surface applied to a $2\frac{1}{2}$ -12 pitched roof, a metal gravel stop is placed at the high point of the gutter. This gravel stop extends into the gutter to form a counter flashing member for the roof.

Enclosing walls of the building are brick veneer and wood with metal window sash and frame secured to wood finishing members. Portion of the wall above the window head is boxed-in with wood members to form a continuous frieze under roof overhang. Soffit of overhang is faced with 1x6-inch V-jointed boards. The $1\frac{1}{2}$ -inch-wide opening in soffit at fascia forms a continuous vent for the roof area. This is covered with galvanized screen wire.

credit line correction

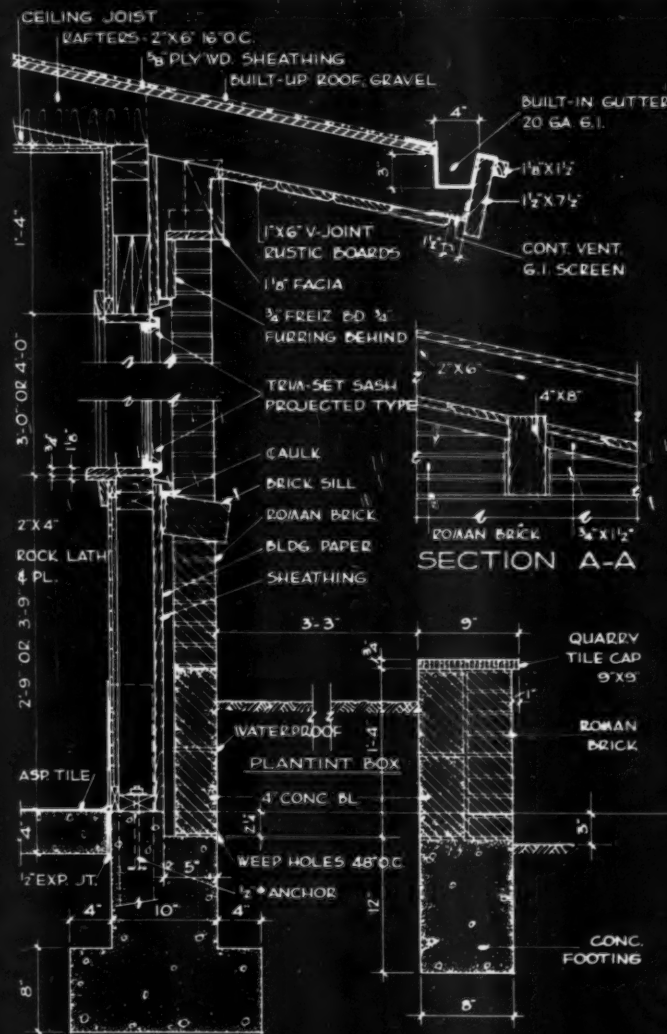
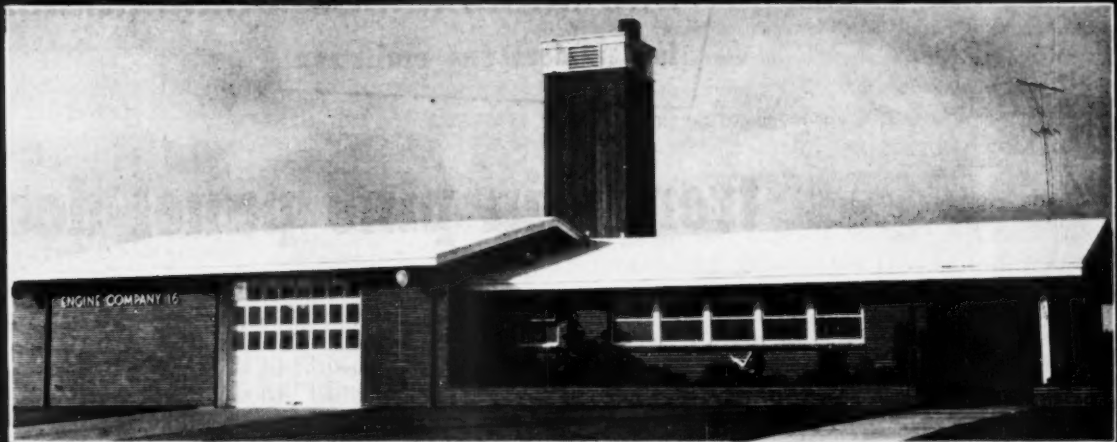
David Lopez, Los Angeles, California, is the designer of the fireplace unit comprising the *American Builder's* Better Detail Plate, No. D-110, on page 153 of the June 1954 issue. Credit for fireplace design was incorrectly given to another.

AMERICAN BUILDER'S BETTER DETAIL PLATE

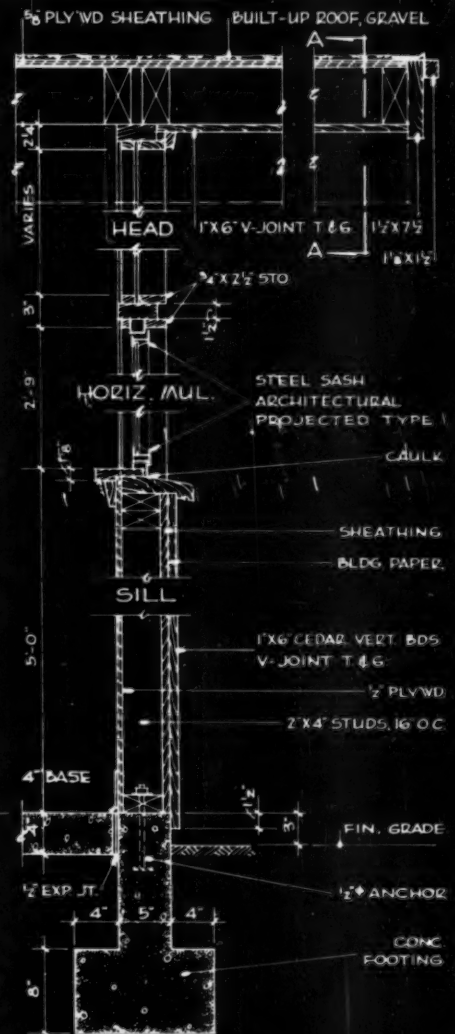
Designed by James H. Speckmann, St. Paul, Minnesota

Detailed by K. Roderick O'Neal, A.I.A. for American Builder

NO. D-112 WALL SECTIONS, EAVES . . .



SECTION . . FRONT WALL



SECTION . . END WALLS . . .

technical guide

for builders and craftsmen

trends in pine panel doors

Recent design trends indicate wider acceptability of paneled wood doors in all types of houses, regard-

less of their design background. This conforms to the prevailing pattern in domestic architecture—the com-

bination of and interchanging of such features as moulded entrances, window blinds, post and beam construction, redwood facing, etc. Some very effective composites are being produced by this design technique.

Basic paneled doors cover a range of from one to 15 panels with variations. Their appeal lies in the kind of material used and the character of the construction and workmanship. To be assured of a high standard, dowelled construction is recommended, with rails and stiles bored to receive $\frac{3}{4}$ -inch dowels. These are set in water resistant adhesive. Minimum number of dowels at end of the rails should be:

1. Rails under $4\frac{1}{4}$ inches wide—one dowel.
2. Rails $4\frac{1}{4}$ to seven inches wide—two dowels.
3. Rails over seven inches wide—three dowels.

An additional dowel should be provided for each additional full three inches in width. Stiles and rails should have solid sticking, and intersections coped, with joints well fitted. "Cove and bead" sticking or "Ovolo" is standard on all pine doors, except screen doors.

The following treatment is recommended after the doors are delivered to the site.

1. Doors should be hung only in dry, well ventilated buildings and never in damp, moist or freshly plastered areas.

2. In mortising for lock allow at least one inch of wood in back of mortise.

3. Sand entire door lightly with 3/0 to 5/0 sandpaper and then clean before applying finish.

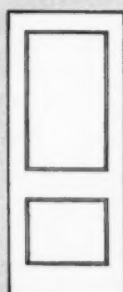
4. See that the door is properly painted or finished as soon as it is fitted. Make sure that all four edges



N.D. 100
ONE PANEL



N.D. 101
INNER FRAME



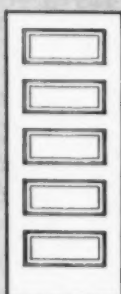
N.D. 102
TWO PANEL



N.D. 103
THREE EQUAL PANEL
RANCHO



N.D. 106
FOUR PANEL



N.D. 107
FIVE CROSS PANEL



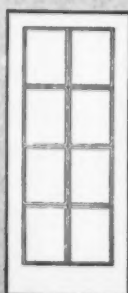
N.D. 108
SIX PANEL COLONIAL



N.D. 109
EIGHT EQUAL PANEL



N.D. 620



N.D. 622

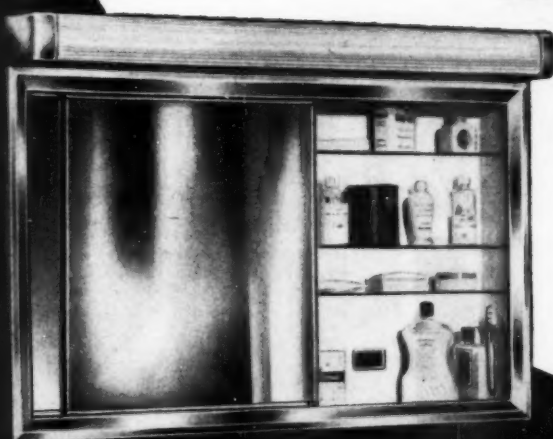


N.D. 635



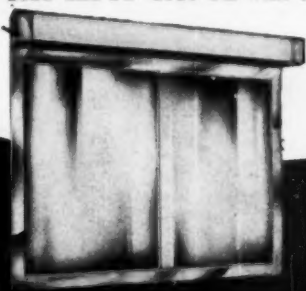
N.D. 638

the **duette** custom . . . by **MIAMI-CAREY** Sensational new sales-builder

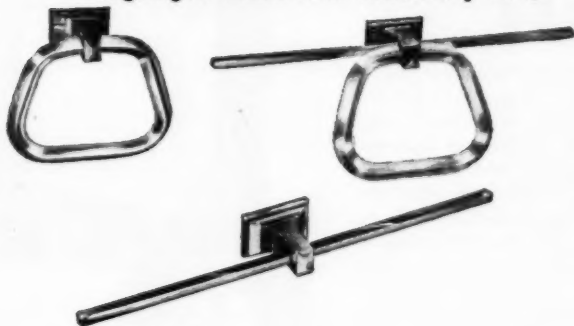


duette Custom Model SD 1820 FL with fluorescent tubular light, curved translucent shade, electrical convenience outlet and switch.

duette Junior Model SD 2014 FL, slightly smaller than Custom; only necessary to cut out one section of stud for installation. Fluorescent tubular light, translucent shade, outlet and switch.



NEW! Sparkling Lucite Towel Rings highlight Bathroom Accessory Line



Feature tomorrow's Fashion Leaders today. These new Miami-Carey chrome and Lucite accessories offer smartness, sparkle and top quality to impress every prospect . . . help boost sales. See them on display at your Carey dealer's.

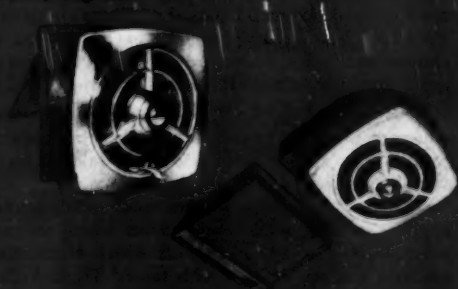
MAIL THE HANDY COUPON NOW FOR COMPLETE INFORMATION

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Quality Bathroom Cabinets, Mirrors and Matching Accessories • Access and Laundry Chute Doors • Kitchen and Bathroom Ventilating Fans • Attic Ventilating Fans • Bathroom Heaters

A complete **MIAMI-CAREY** Ventilating Fan Line

Choose a fan for every type of installation—at prices that hold down your costs. Time-saving installation features include snap-in assembly of propeller and motor unit, 1-piece grille (either baked-on white enamel or chrome). Here's smart appearance combined with quality, smooth operation, long life!



MIAMI CABINET DIVISION

The Philip Carey Mfg. Company, Middletown, Ohio, Dept. AB-9

Gentlemen:

- ☐ Give me all the facts on your complete, nationally advertised line. Include your illustrated literature.
- ☐ You've sold me. Have your Miami-Carey Representative call

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FIRM _____

ADDRESS _____

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Electric Living at Moderate Prices Clinches Sales With...



Low-priced Cowherd homes equipped with Hotpoint appliances are "quality built" throughout.

Cowherd kitchen area designed for modern electric appliances and laundry equipment—by Hotpoint!



Hotpoint Automatic Electric Dishwasher washes cleaner than by hand—cleaner than any other domestic dishwasher!

Hotpoint

ELECTRIC APPLIANCES

In Kansas City, near the famed Country Club Plaza district, builder Carson E. Cowherd is having singular success selling his Hotpoint-equipped homes. Priced from \$12,750, the Cowherd homes fill a need in Kansas City for modern living at moderate prices. Perimeter heating, overhanging eaves, picture windows for both front and rear, aluminum sills and frames are featured. Hotpoint automatic dishwashers, Disposalls®, automatic washers and cabinets offer the big "plus" that makes these homes so desirable.

Rapid Sales Prove Cowherd Correct—Buyers' response to Hotpoint-equipped Cowherd homes was immediate and overwhelming. The first 38 homes were sold as soon as they were offered for sale. It was even impossible to hold one back as a display model.

Carson Cowherd attributes much of the *spontaneous* sales success to the Hotpoint appliances: Automatic Dishwashers which relieve the entire family of housework's most disliked chore; Disposalls which eliminate food waste before it can become garbage; clothes washers with famed Triple-Action rinsing; and gleaming Hotpoint all-steel cabinets.

Cowherd Method No Mystery—All across the country sales-minded builders find Hotpoint appliances giving their customers the automatic electric living they expect in quality homes of today. Check with the Hotpoint distributor near you and learn how Hotpoint can build rapid sales for you!



Hotpoint Automatic Clothes Washer's Wond-R-Dial regulates the entire automatic washing cycle.



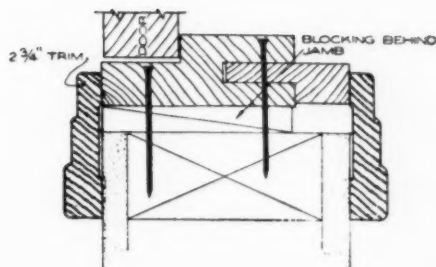
Hotpoint Disposall automatic food waste disposer has twice the life and only half the wear of conventional types!

Hotpoint changes your viewpoint...automatically

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS • FOOD FREEZERS • CABINETS
AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • DEHUMIDIFIERS
HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

technical guide

for builders and craftsmen



Jamb section of frame for door and frame unit. Jamb consists of two pieces with the rabbeted member made of 1 3/4" stock. This method enables frame to fit all wall thicknesses

(including top and bottom) receive two coats of paint, varnish or sealer after the door has been fitted ready to hang.

When finishing the doors the following rules should be observed:

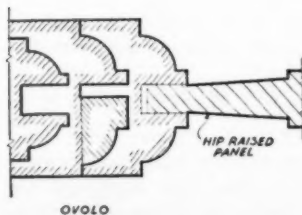
1. Surfaces must be clean and dry.
2. Sand lightly and clean before first coat of finish and between additional coats.
3. Make certain that surfaces are dry before applying the next coat.
4. Use only high grade materials and follow instructions carefully.
5. Finishing done under the supervision of a reliable painting contractor is the most satisfactory.

In line with the thinking of progressive builders, who consider the house as a series of building components, a complete door and frame unit is now available to the trade. This is fabricated in a manner similar to the manufactured wood win-

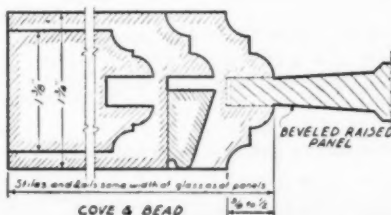
dow unit. The door and frame are factory made as a matching pair, with the door in place on the frame. The frame is made in two sections; the door and the portion of the frame to which it is secured is tilted into position in the rough opening. From the opposite side of the opening the other half of the frame is placed in position. This type of construction enables the frame to fit varying wall thicknesses. The two halves are then nailed together and to the studs.

The wood louver door has increased in stature as a design feature. It can be used either singly or in pairs for closet openings, or in multiples for larger openings between rooms. Its construction permits free circulation of air between rooms. Its use should increase as air conditioning becomes a fixed pattern of living.

Photographs courtesy Ponderosa Pine Woodwork and National Woodwork Manufacturers Association, Inc.



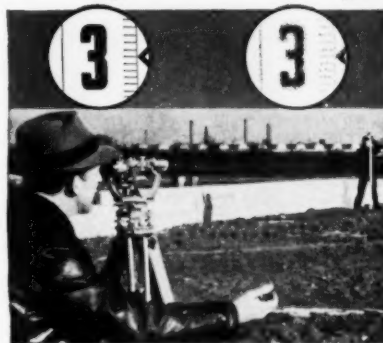
Details of "Ovolo" sticking and a hip-raised panel. Panels 7 1/8" to 7 3/4" wide may be glued up with no more than one joint. Wider areas require a greater number of joints



Details of cove and bead sticking and a beveled raised panel. Panels in a No. 1 or 2 grade door are not less than 7/16" thick after sanding

Ask the man behind the "gun"

Coated optics
give you
this — not this —

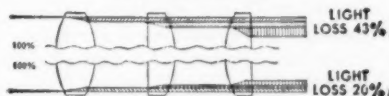


Model 3000, \$195.00*, complete with tripod.

with a White
Universal Level-Transit

HERE'S what coated optics do for you. You can put in a full day without eyestrain or headache. There's less chance for a mis-reading. You get a clear, sharp sight — not a fuzzy image. What's more, you get your reading in far less time. Check this diagram. See for yourself how coated optics pass through up to 40% more light, provide a clearer image contrast.

PASSAGE OF LIGHT THROUGH UNCOATED LENSES



PASSAGE OF LIGHT THROUGH COATED LENSES

And there's more!

White Universal Level-Transits also offer you internal focusing, guarded vertical arc and ball bearing race which insures smooth operation, even in sub-zero temperatures. Check one out on your next trip. You'll soon be convinced a White can make your work faster, easier, more accurate . . . Write for Bulletin 1053. DAVID WHITE CO., 311 W. Court Street, Milwaukee 12, Wisconsin.



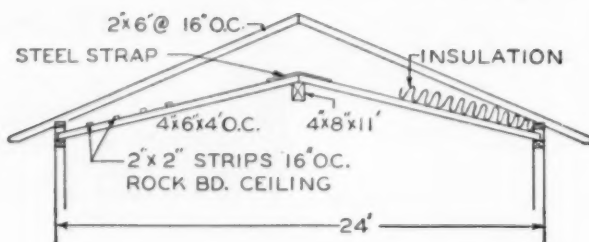
Expert REPAIR SERVICE on all makes, all types of instruments

*Prices subject to change without notice.

ask the EXPERTS about

- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment

attic air and exposed beams



I am enclosing a drawing of an exposed beam ceiling which I have considered building. Because of a very cold climate, I want to be sure of having a warm, well-insulated ceiling with no danger of condensation in extremely cold weather. For this reason, I want to have the advantages of an attic's ventilation and insulating properties.

I have considered using 2-inch insulation over the beams. I have also considered using planking over the beams with 3/4-inch rigid insulation board underneath. The span of the building is to be 24 feet and I plan to use center beams, each about 11 feet long.

F. W. G., Kalispell, Mont.

The illustration shown indicates

that your idea was a basically sound one. Use a 4x8 for center beams. Use 4x6's placed 4 feet on center as joists. Over them, nail 2x2 strips 16 inches on center. Then a rock board ceiling can be applied between the 4x6's and attached to the 2x2's. Over the entire ceiling area apply insulation recommended for your area.

resilient concrete?

What is used in a composition cement floor to make it resilient or less dead or hard to walk on after floor covering, such as asphalt tile, is applied?

J. M. H., Woodlawn, N. Y.

Your reference to a "composi-

tion cement floor to make it resilient" has us puzzled. We are not familiar with this type of floor, nor do we know of any admixture to concrete that will make it resilient.

Experiments have been conducted, however, at the University of Cincinnati on the possibilities of such a floor but we have no knowledge of the results. As far as is known, it is not being offered on a commercial basis.

Thousands of concrete slab floors with coverings such as asphalt tile or linoleum have proved to be comfortable and quite satisfactory, and are in wide use today.

Many apartment buildings and most office buildings have concrete floors with similar coverings or no coverings at all, and occupants experience no fatigue from walking on such surfaces.

Portland Cement Association

plank roofing and condensation

Three and one-half inch wood planking has been advocated for roof construction without insulation above. Although this may produce a satisfactory "U" factor, would not there be a possibility that in cold weather, warm, moist air (inside the building) could reach the cold underside of the roofing through the joints in the planking and form condensation?

C. F. B., Spencerport, N. Y.

Plank roofs covered with composition roofing have been widely used in industrial buildings for many years. In recent years, they have been used in houses. Such construction may be suited to warm climates or to cold climates for types of buildings where low rela-

(Continued on page 164)

GOT a problem you haven't solved? Can't solve? Haven't the time to solve? Have you solved a problem with an answer you aren't sure of? Are you doing some particular job—big or little—in a way that you think might be improved?

Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."



*How to beat your flooring budget and make
your customers like it!*

USE MATICO TILE-- IT'S FORTIFIED WITH PLASTIC

Add up all the proved advantages of asphalt tile—low initial cost . . . low installation and maintenance costs . . . it's performance in on-grade slab construction projects . . . fine, rich colors . . . toughness . . . resiliency . . . and long wear.

Then add POLYSTYRENE PLASTIC—and you've got a budget flooring that's hard to beat!

For this plastic content assures bright, clear colors . . . more constant uniformity of shade . . . and years of wear.



Wonder of it all is that MATICO costs no more than ordinary asphalt tile flooring . . . gives you and your customers MORE for the money.

Find out today why nationally recognized builders everywhere (such as Levitt & Sons) . . . and their budget-conscious customers . . . prefer FORTIFIED MATICO asphalt tile flooring. Write for full details.

Dept. 5-9

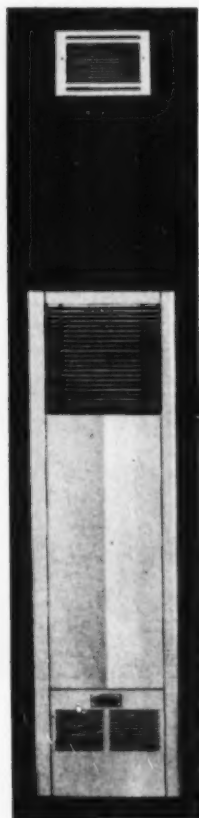
MASTIC TILE CORPORATION OF AMERICA

Manufacturers of Aristoflex • Confetti • Parquetry • Asphalt Tile • Cork Tile • Plastic Wall Tile
Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.

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CENTRAL
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Only Holly NarrowWall has the S-H-E (Secondary Heat Exchanger) which generates and circulates extra warmed air without fans. MR. CONTRACTOR, check these Holly advantages:

- ☆ New Design—quieter operation.
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- ☆ All heaters fully guaranteed.

☆ Saves flue material.

☆ Fits any standard wall, even between staggered joists.

On all the essential points which determine heater performance—comfort, safety, low operating cost—the new NarrowWall sets a new standard.

Get the facts about Holly superiority. Phone your nearest Holly dealer in yellow book, or mail coupon to

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885 S. Arroyo Pkwy., Pasadena 2, California
Please send me without obligation, complete information about the Holly NarrowWall Heater with S-H-E.

Name _____

Address _____

City _____ State _____

ask the EXPERTS

(Continued from page 162)

tive humidities are maintained in cold weather.

Where the outdoor temperature may be 20 degrees Fahrenheit or colder for extended periods and where the relative humidity of the atmosphere in the rooms below the roof exceeds 30 per cent, condensation is likely to collect in the plank just under the composition roofing. Such conditions may cause decay in the roof plank, or the boards may swell and buckle.

Water or frost collects on windows unprotected by storm sash where the temperature of the glass is below the dew point temperature of the atmosphere of the rooms inside. The underside of the composition roofing would also be below the dew point temperature with the same outdoor conditions.

The wood planking is permeable to water vapor and during periods when the temperature of the composition roof was below the dew point of the atmosphere inside, water vapor would move to the cold surface where it would condense and collect as water or frost. In subsequent warm weather it would soak back into the planking.

To avoid condensation in plank roofs, a vapor barrier such as two layers of roofing felt mopped down with asphalt should be used over the plank, and this barrier covered with the composition roofing.

In most residential construction in cold climates, the plank could be nominal 2- or 3-inch material covered with the equivalent of two layers of fiberboard insulation. Enough insulation is required to keep the temperature of the vapor barrier above the dew point temperature of the room atmosphere.

Forest Products Laboratory,
Madison, Wisconsin

shall I notch rafters?

I have been asked to build an exposed beam ceiling. The beams are to be 6x12's supporting 2x8 rafters.

Should the rafters be notched to provide a solid support on the 2x4 plates and beams? Is there any other method that could be used for this purpose and which would offer good bearing?

T. L. S., Burlington, Mass.



FIG. 1



FIG. 2

Where rafters are carried over beams and plates as shown in Fig. 1, it is desirable to notch rafters and spike at each beam and plate.

If the roof is more or less flat and it is not desirable to carry rafters on top of the plates and beams, the rafters can be carried on metal hangers as shown in Fig. 2. This, of course, requires more cutting.

Wilbur Tuggle,
Structural Engineer

computing cost of a house

A question came up recently in regard to the selling of houses by the square foot or cubic foot. If the house is a two story, with full basement, do you figure the basement as a full room, half or one third?

Do you figure the attached garage with paved floor as one third, or as half or as full in getting the square feet? Do you get square feet or cubic feet in estimating the value of a house?

If the house is of cinder-block construction, and of stone veneer, with roof finished, and subfloor and rough plumbing in, at what stage of completion is the house?

C. G. B., Morgantown, W. Va.

There is no hard, fast rule set up in regard to this situation. A number of appraisers advise that they are guided in their evaluation of a building more by the surrounding buildings than by the building itself. However, there are basic for-

(Continued on page 166)

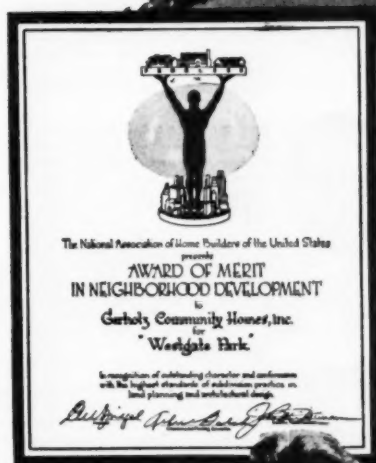
Take a good look at this low-pitched Flintkote SKYLINE roof—made with beautiful Mist Grey Thikbut Shingles. This modern styling is one of the reasons why so many of these new Gerholz houses are being sold before they are completed.
GERHOLZ COMMUNITY HOMES, INC.: Builders
WILLIAM K. DAVIS & ASSOCIATES: Architects



Flintkote's Skyline System of Roofing
helps make

Award-Winning Westgate Park

The Latest Thing in Community Planning



Gerholz Community Homes, Inc., Flint, Michigan, has been successfully building homes for 30 years. Now, in Westgate Park, it is topping past achievements with a wonderful new development of moderate-priced houses . . . homes that are masterpieces of contemporary design.

In these new homes, roof trusses, with as low a pitch as 3" per foot, are used to permit maximum open planning. Open beam ceilings are featured in the living areas, conventional ceilings in remainder of house accessible via disappearing stairs to provide overhead storage.

The new Flintkote SKYLINE Roofing System, engineered especially for low-pitched roofs, makes possible this flexibility of design.

The Standard Skytab specifications of the SKYLINE System is used on these Gerholz low-pitched roofs: Flintkote Thikbut Strip Shingles (in a wide variety of colors), applied over two plies of Viskalt Saturated Felt.

Skytab is ideal for all types of contemporary structures where roof slopes are within a range of 2" to 4" per foot.

In addition to Skytab, the SKYLINE System of low-pitched roofs consists of two other specifications: Skytex and Skykote.

Skytex is perfectly suited for decorative, low-sloped built-up roofing . . . either residential or commercial . . . where incline is from 3/4" to 2" per foot.

Skykote is designed to recoat or color existing roofs or decorate built-up roofs.

Investigate Flintkote's new 3-in-1 roofing system—SKYLINE. Write for complete detailed specifications today.

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE



...Style and Color Leader



Mr. Robert P. Gerholz, the only man to have been President of both NAHB (1944) and NAREB (1950), writes: "The SKYLINE System of Roof Application serves a need in the industry in that it gives us a marvelous new product for use in our new contemporary designs—a wide color range at a price we can afford to pay."

5 Contractors tell why they make higher profits with

American



NEW YORK. "My 12 men demand American machines," says Alfred Dumaresq, of Lindenhurst, Long Island, in business 19 years. "With American Machines the sandpaper seems to last longer. I just purchased my 9th American Machine as I want only American Machines and supplies. Super 8 is tops!"



RHODE ISLAND. "Three generations of my family have continuously used American machines," says Robert Lamoureux of Woonsocket. "A good measure of our success is due to dependability and efficiency of American machines, to American Floor Finishes and to American's prompt service."



TENNESSEE. "I prefer American to any other equipment," says J. Kirby Carter of Nashville. Mr. Carter started his own flooring company nine years ago. From a one-man operation, he now owns 31 pieces of American equipment, has 7 trucks and employs 23 workmen. He sands floors and also installs floor coverings.



FLORIDA. "American Machines are toughest and fastest sanding machines I have ever run," says Ralph Coleman of Jacksonville, who has used American machines 18 years. "Any floor contractor can get more dollar value out of the operation of American equipment than any other machines."



PENNSYLVANIA. "Using American Machines from start to finish for five years," says Howard B. Snyder, of Hanover. "With the speed and efficiency and precision of American Standard 8 and 12, I accomplish finest quality work with minimum effort."

You, too, will find your *best buy* is American—to do *finest work, faster*, and earn *maximum dollars* per job! Let us demonstrate these great machines on your next job. Of course, no obligation.

AMERICAN

Performance Proved MACHINES... Nation-wide SERVICE



☐ Floor Sanders

☐ Floor Edgers

☐ Maintenance Machines

☐ Abrasives

☐ Sealers, Finishes

☐ Saws

☐ Wet or Dry Vacuum

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio
Send latest catalog on the above.

Name

Street

City State

State

ask the EXPERTS

(Continued from page 164)

mulas that one can follow in setting up an approximate reproduction cost of a house.

Considering a house on the basis of cubic feet, the area would be the outside perimeter. The height would be used from six inches below the basement floor to a mean average of the roof slope.

On the basis of square foot area, if the house contains a basement, the main floor, not including the garage or porches, would be full area. The basement would be $\frac{2}{3}$ area, the included garage would be $\frac{1}{2}$ the area.

The value of the house could be obtained by using either the square foot or cubic foot method. The cubic foot method, however, is more accurate providing your cost unit is sound.

In your last paragraph of your letter you request information as to the percentage of work completed. On the basis of the work that you set forth: cinder-block construction, stone veneer, roof, subfloors, rough plumbing, it would seem that there still remains $\frac{2}{3}$ of the work to be completed.

moisture on ceilings

I build houses with a crawl space. I sheathe the walls with a well-known building product and apply wood shingles on the outside. I use $\frac{3}{4}$ ply sheathing on the roof. My problem is that the roof sweats and moisture clings to the ceilings of the rooms even though the ceiling is fully insulated. What can I do to correct this situation?

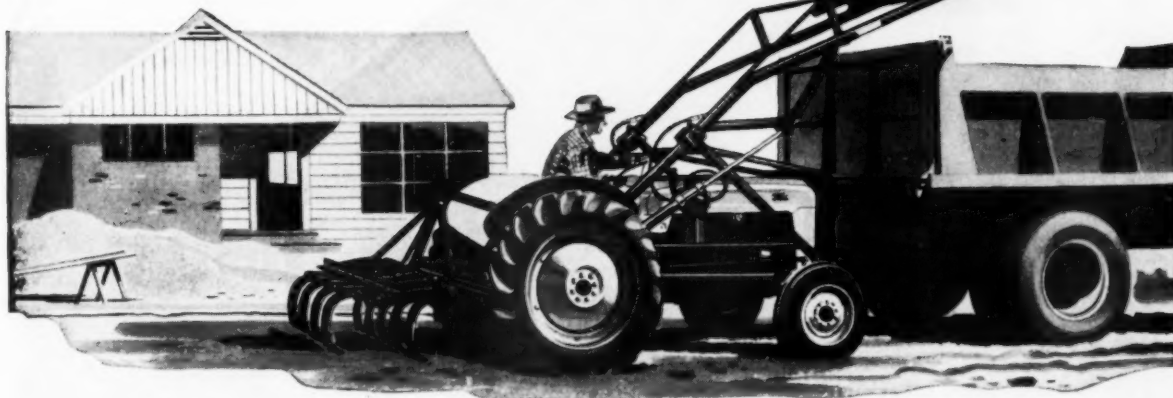
R. B., Matawan, N. J.

The condition described indicates excessive moisture in the house. If it has not been done, I recommend that you cover the ground in the crawl space with a 45 pound ready laid roofing. This roofing can be of the smooth type and the application should be over the exposed earth. The roofing should be applied directly over the ground with the joints lapped about two inches

(Continued on page 169)

AMERICAN BUILDER

You can load right now...



scarify 30 seconds later



with a Ford Tractor and Dearborn Equipment

Here's a low cost way to speed completion of residential construction. And it's a sure way to impress prospective buyers, too! First, clean up lumber scrap and surface trash with the Ford Tractor and the—

DEARBORN INDUSTRIAL LOADER

With this team you can lift 1000 pounds . . . clear 10½ ft. to load high-bodied trucks. It's easy to operate—highly maneuverable. Nine cubic foot bucket is controlled by twin hydraulic cylinders.

Because the Industrial Loader has its own separate hydraulic system, Ford Tractor hydraulic power is free to operate rear attached tools. So, when everything is cleaned up, just touch a lever and lower the—

DEARBORN FIELD CULTIVATOR (Spring-Loaded Scarifier)

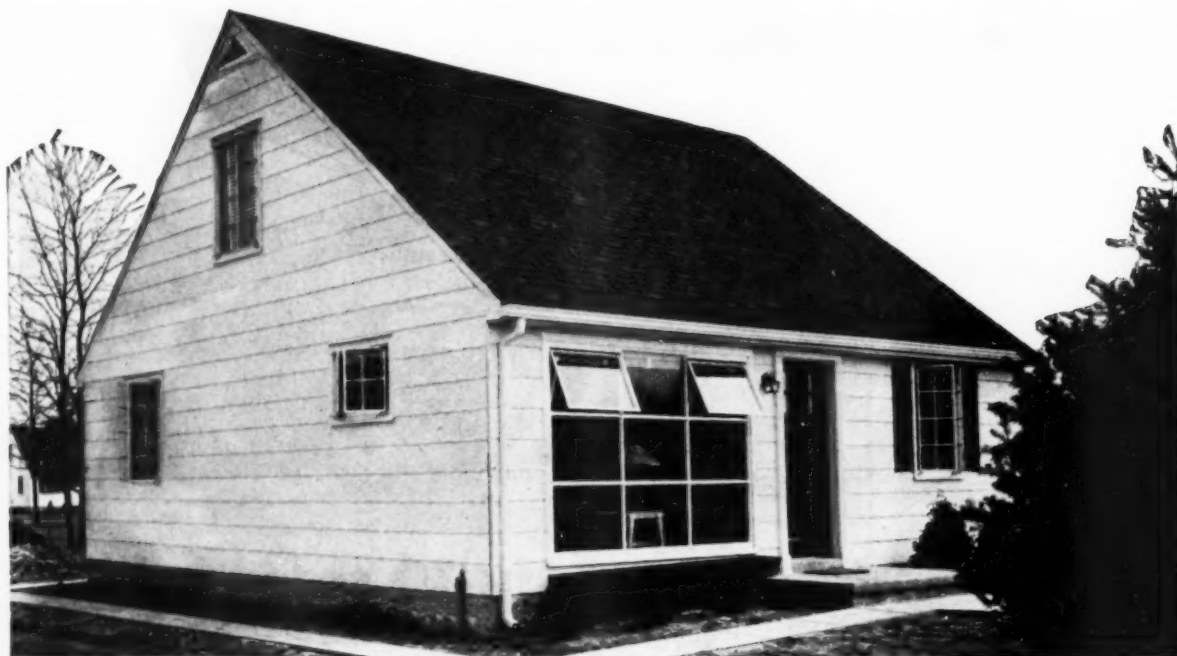
Now you're ready to give your job extra appeal that will interest more buyers—maybe turn the sale! Just once over the ground with this Dearborn tool and you break up hard-packed soil. This means easier seeding and thicker stands of grass later on . . . a neater, cleaner landscape right now. Working depth is hydraulically controlled. Spring-loaded shanks slide easily over hidden rocks without breaking.

This is one way the Ford Tractor can help you get extra profit from every job—extra time, labor and equipment savings every day. And there are many more. To find out about them, see your nearby Ford Tractor and Equipment Dealer, or write to the address below.



TRACTOR AND IMPLEMENT DIVISION, FORD MOTOR COMPANY
Birmingham, Michigan





House in 200-unit project, Maryland. Contractor-BUILDER: Admiral Construction Corp.

Thanks to Steel's Strength . . .

WINDOW-WALL UNITS HELPED MAKE THIS \$10,000 HOUSE A FAST SELLER

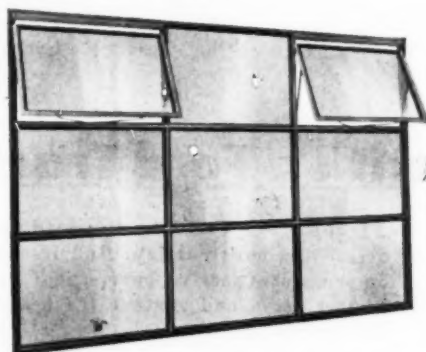
Admiral Construction Corporation of Baltimore made this house a stand-out at the price by installing striking steel window-wall units — and how they paid off! As one of Admiral's top officials put it, "The benefits derived have added substantially to our project's eye and sales appeal."

Window-wall units in your new houses would be a good way to add that extra something that means faster sales. But make sure those windows are made of *steel*. Why? Because only steel has enough strength to permit slender frames and muntins that allow maximum light to enter; that offer best visibility from within. And the superior strength and sturdiness of steel windows is a big advantage in withstanding the stresses often encountered during shipment, at the job site, and following installation in the finished home.

Steel windows do more than add sales appeal. They help you to keep your costs down in *two ways*: (1) steel windows cost less than most other types, and (2) steel windows cost less to install, because they come factory-assembled (with a steel casing, if desired) for quick, easy installation.

A wide selection of steel windows in all standard types and sizes is available locally. Check with your building supply dealer, or the representative of any nationally-known manufacturer of steel windows.

For many years, manufacturers of fine steel windows have used solid, hot-rolled sections of open-hearth carbon steel made by Bethlehem.



SLENDER BUT STRONG . . . The steel framing members of this window-wall unit are slender, yet extremely strong. Note the ventilating lights that let breezes in, keep showers out. Available in many stock types and sizes; Bonderized, prime painted and factory assembled. Many can be glazed with insulating glass. See AIA File 16b.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS

AMERICAN BUILDER

ask the EXPERTS

(Continued from page 166)

using some long nails to hold it down to the ground. Another method is to distribute a half inch layer of sand over the roofing in order that you obtain a good seal at the joints.

The second solution is to ventilate your gables (if it is a gabled roof). Install ventilators in each end of the gable with the area of each ventilator being equivalent to $\frac{1}{4}$ square inch per square foot of ceiling area. If you have a flat roof, I would recommend that you paint the interior surfaces of your ceiling with a vapor seal paint which consists of 65 per cent varnish vehicle.

Apply two coats and be sure that no dull spots occur after the second coat is applied. If you find that there is not a continuous glossy surface, then apply a third coat of paint over these spots which are dull. Following this application, you may apply any type of paint that you wish.

C. E. Lund.
University of Minnesota

sizes of beams

How can I figure out the different sizes of steel beams and number of steel posts for a specified length of beam, and at what price?

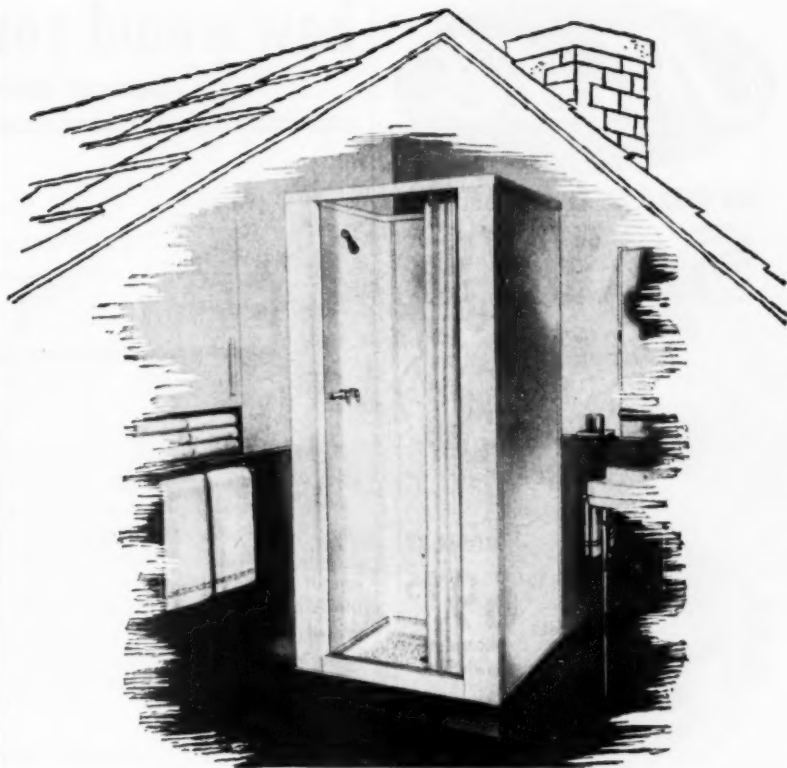
P. T. S., Berea, Ohio

Books setting forth tables giving sizes of steel beams, etc., are produced by the various steel companies. However, they are available as a rule only to architects and engineers—men who use them constantly.

You could, no doubt, take this problem of yours to a local steel mill. They would be glad to figure out the respective sizes of steel beams and posts for a specified length and would be glad to give you prices.

Changing Your Address? Changes of address should be sent to the Subscription Department, *American Builder*, Emmett Street, Bristol, Conn., three weeks in advance of next issue date. Send old address with new.

SEPTEMBER 1954



THERE'S Money IN THE Attic!

Many families purchased houses since the war that had unfinished second floors or attic sleeping areas . . . many others have grown to the point where additional bathing facilities are needed. These areas offer you excellent money making possibilities. Very often, however, bathroom space in these areas is extremely limited. FIAT "packaged" showers can solve this problem . . . make even more money for you.

FIAT "PACKAGED" SHOWERS ARE...

- ROOMY yet require only **SMALL SPACE** . . .
a 3' x 3' area is all that's needed
- EASILY AND QUICKLY INSTALLED . . .
complete job finished in a few hours
- EXTREMELY FLEXIBLE . . .
available in square, corner and built-in models
- COMPLETELY WATERPROOF . . .
building floors and walls need no special preparation

BUILDERS! Full page ads in leading home magazines are pre-selling millions on FIAT as the quality bath fixture for the home.



FIAT METAL MANUFACTURING COMPANY

THREE COMPLETE PLANTS—ECONOMY • CONVENIENCE • SERVICE

Long Island City 1, New York
Franklin Park, Ill. (Chicago Suburb)
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In Canada: Fiat Products are made by Porcelain and Metal Products, Ltd., Onllia, Ontario



WORLD'S FINEST SAWS



MODEL 72

\$69⁹⁵

Complete
with Shoe

Here are two of the many different MALL saws designed for builders. First—the value-packed MALL MODEL 72—

- 7" dia. blade
- 2 3/4" depth cut
- 2" bevel cut at 45°
- 5000 rpm. blade speed

- Weighs 9 lbs.
- Ball and needle bearings
- Runs off 1000 watt generator

MODEL 87 **\$88⁰⁰**

Complete with Shoe

- 8 1/4" dia. blade
- 3" depth cut
- 1 1/4" bevel cut at 45°
- 4500 rpm. blade speed
- Right or left hand blade
- Ball and needle bearings
- Runs off 1500 watt generator

40 Factory-Owned Service Warehouses, Coast to Coast,
to Give You Fast, Dependable Service

MALL TOOL CO. PORTABLE POWER TOOLS
GASOLINE • ELECTRIC • AIR
7732 S. Chicago Ave., Chicago 19, Illinois

Send me free literature about the complete line of MALL Saws for builders.

Name _____

Company _____

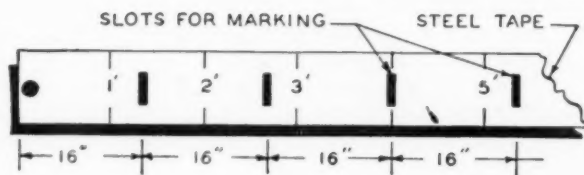
Address _____

BU-320

how would you do it?

ideas for the man on the job

sixteen-inch-on-center tape



Why not construct a measuring tape designating distances in terms of 16 inches for those many jobs requiring such measurement?

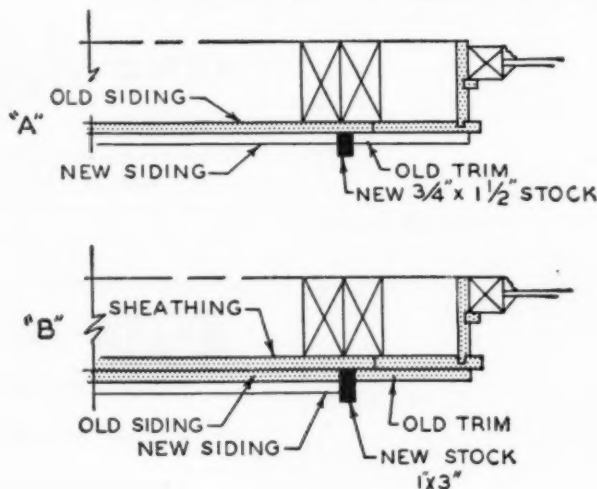
Take a steel tape 26 feet long or longer. (The longer the tape the more useful it could be for a variety of jobs.) Choose a tape with a hook at the end for anchoring purposes. Drill or have holes stamped

in the tape every 16 inches so that a pencil point will fit through for marking. Slots or holes would, therefore, be placed at 1 foot 4 inches, 2 feet 8 inches and so on.

An arrangement like this permits one man to lay out a house without much trouble.

—J. McCann, Bloomfield, N.J.

remodel with this inexpensive shake mold!



Many old houses were built with no sheathing, but with what is called "novelty siding" which presented a fairly flat surface. These houses were built using 1x5 exterior door and window trim. In houses of this type, modernizing with the application of bevel cedar siding, shakes, plywood or other types of siding is made easy by retaining this old trim. It need not be removed. Provide, instead, a shake mold of 3/4x1 1/2-inch stock installed around the trim as in A.

Other old houses were built with conventional sheathing and siding. They often require the addition of new siding over the old in any remodeling operation. A shake mold can be provided in these cases as well. Scribe the old siding near the old trim with a power saw. Install a 1x3 piece of stock so that it will project enough for shadow. See "B" of the illustration. The result in either case is attractive. Corners should be mitered.

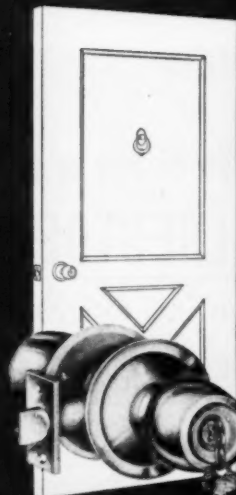
—C. C. Thompson, Prosser, Wash.



Plymouth Sectional
Handle set



Montgomery Design
Defender set



Windsor Design
Defender set



Crestwood Design
Defender set



How Corbin Hardware Helps You

AVOID "LOOK-ALIKE" STYLING

Of all the good ways to make homes look different, few are more important than front door styling. A distinctive front door can create a good first impression. It can dramatize your workmanship! It can help close a sale!

So, don't let "look-alike" styling slow your sales! Give each door its own individual look. With Corbin locks and trim hardware, it's both easy and economical.

For example, use a Plymouth Sectional Handle Mortise Type lock set on one front door . . . a Montgomery on another. On other front doors you can use Windsor Design Defenders or Crestwood Design Defenders. For greatest economy and good performance, use Corbin Defender or Guardian cylindrical locks on the back doors and interior doors.

King size roses in FIVE designs and THREE sizes allow further interesting variations. All sizes allow any one home can be keyed into ONE convenient keying system . . . keyed alike or master keyed.



**P. & F. CORBIN
Division**
The American Hardware
Corporation
New Britain, Conn.



Guardian Lock set
with
Auxiliary Handle

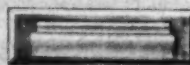


Defender Lock set
with King Size rose

MISCELLANEOUS FRONT DOOR TRIM HARDWARE

1 2 3

House Numbers



Letter Drop Plates



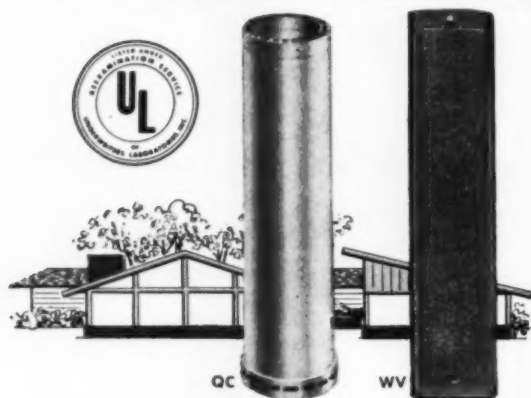
Door Knockers



Push
Buttons

put safe, up to date
gas venting
in your homes

specify **METALBESTOS**
—the modern venting system



A COMPLETE LINE OF TYPE B VENTS

Approved by Underwriters' Laboratories. Correctly designed for use with all approved gas appliances requiring Type B vents. (Not for use with oil-burning appliances or gas-fired incinerators.)

QC METALBESTOS

Round Vent—for standard venting applications where space is not restricted.

WV METALBESTOS

Oval Vent—specially designed for in-the-wall venting.

Complete line of fittings available for both round and oval systems.

correctly designed The first double-wall, insulated venting system — thin inner pipe heats quickly for proper venting — air space and outer pipe conserves vent gas heat, prevents overheating of adjacent construction.

safe, strong, durable Sturdy outer jacket to protect vent from damage . . . safe, gastight couplers that won't pull apart . . . aluminum inner pipe for maximum corrosion resistance. Metalbestos vents last the lifetime of the house, eliminate costly repairs or replacement.

easy to install Lightweight, easily handled pipe — special couplers for rapid assembly — no cement, mastic or special tools needed.



**TYPE B-W
INSTALLATION KIT**
Simplifies venting of recessed wall heaters—fits inside 2 x 4 walls without furring out. Contains all fittings and directions needed to make safe, officially correct installation. Designed for use with WV oval pipe.

Choose Metalbestos for the best job at the lowest cost.

Stocked by principal jobbers in large cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Kansas City, Chicago, New Orleans.



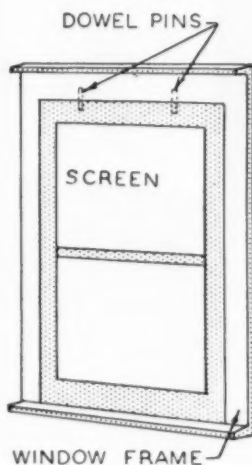
METALBESTOS DIVISION

WILLIAM WALLACE COMPANY - BELMONT, CALIF.

how would you do it?

ideas for the man on the job

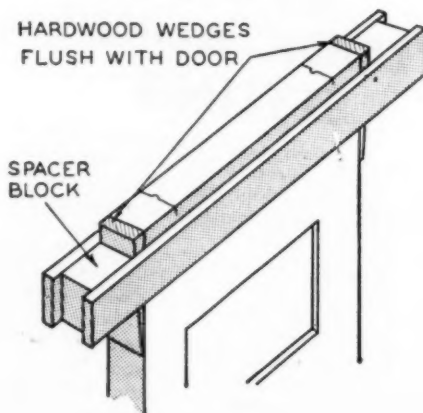
use dowels, not hangers!



Drill two holes on the top rung of the screen to fit two dowel pins. The dowel pins should fit very tightly. Then drill two holes in the underside of the window frame. However, in this case, allow some clearance so that the dowel pins will slide in easily. The only hardware necessary will be a hook and an eye at the sill to secure the screen or storm window.

—J. Weislo
Indian Orchard, Mass.

planing door stiles without splitting



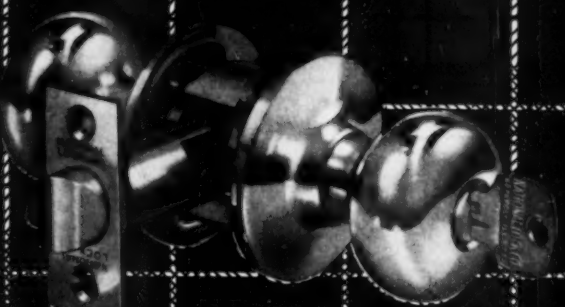
This simple jig will prevent wood from splitting when planing across the end grains of a door stile. To make it, take two 1x4's which are about four feet long. Nail two suitable spacer blocks between the two, leaving a space of about one inch between the door and block at either end.

Fashion two tapering wedges from a piece of hardwood, making them about an inch thick at their widest point. Place the jig over the end of the upright door. Drive the wedges into place as shown in the illustration. You can now run your plane across the door in either direction without fear of splitting the wood.

—H. E. Fey, New Braunfels, Texas.

AMERICAN BUILDER

another **NEW**
NATIONAL LOCKset
Pat. Applied for
sensation...



SERIES "450"

THE THRIFTY FOUR-FIFTY

a fine quality cylindrical lock at
 an outstanding low, low price

Introducing a new precision-engineered
 NATIONAL LOCKset that's priced to give you a strong
 competitive advantage. Series "450" is factory pre-set for standard interior
 (1-3/8") or exterior (1-3/4") doors. Locksets are offered in a variety of
 lustrous, lacquer-protected finishes. • Only six simple steps are required
 for quick installation. Other features that spell fast "450" sales are distinctive
 styling that creates the ultimate in eye appeal... Wrought Brass,
 Bronze or Aluminum trim... selected cold rolled steel mechanism... no die
 cast parts. • Order the new "Thrifty Four-Fifty" NOW. It has no
 equal in the happy blending of outstanding quality and budget price.

CHECK THESE NEWSWORTHY "450" BENEFITS

- 1 *Priced* with the very lowest to help you outsell competition
- 2 *Pre-set* for fast, easy installation
- 3 *Lock* is installed after the latch bolt is applied to door
- 4 *Quality-built* for dependable security and troublefree service

**the Thrifty Four-Fifty is the companion line
 to the ever-popular "410" and "440" series**

WRITE FOR CATALOG "450"

Originator of "Select-a-Pak" ... Leader in Merchandising



NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division



CABINET
HARDWARE



NATIONAL
LOCKSETS



BUILDERS
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SASH
HARDWARE



CABINET
LOCKS



FURNITURE
CASTERS

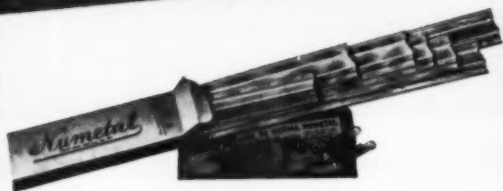


SCREWS
AND BOLTS



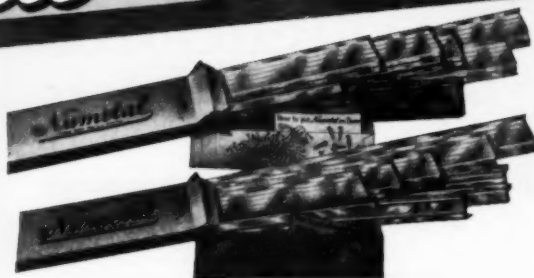
Quality Building

Preferred **by builders**



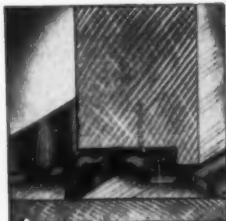
Numetal
**WEATHER STRIP
SETS FOR WINDOWS**

Completely packaged for all standard 28", 30", 32" and 36" double hung windows. Each set contains necessary strip for complete job, plus nails and instructions. Ready to use! Also available in special lengths.



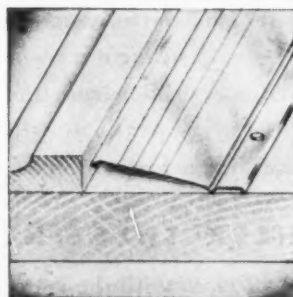
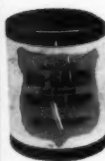
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WEATHER STRIP SETS FOR DOORS

Completely packaged for standard doors. Available 2 ways— with regular door bottom strip of felt and stainless steel, brass or Alacrome, or with extruded threshold and exposed hook. (When ordering, please specify preference.) Each set contains necessary strip for complete job, plus nails and instructions. Ready to use—easy to install!



**NU-ART
THRESHOLDS
in Brass or
Alacrome**

For every type door—residential, as well as commercial and industrial. Individually packed, holes drilled, screws and hooks furnished. Concealed hooks furnished unless exposed type specified!



On-GARD COIL WEATHER STRIP

The perfect coil strip in stainless steel or bronze. Packed 2 ways— Six 18 ft. rolls in free display carton, or in 100 ft. and 200 ft. individual cartons with free wall or counter rack. All rolls come complete with nails and holes punched.

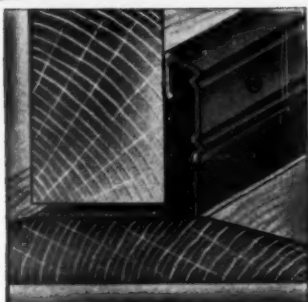


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Look to Macklanburg-Duncan for products of quality—always dependable. Sold at all Hardware, Lumber and Building Supply Dealers!

Order now! Your order will be shipped the same day it is received. Macklanburg-Duncan products are fast sellers, nationally advertised.

Specialties and homeowners alike!



*Nu*metal

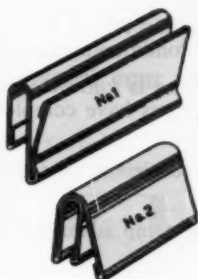
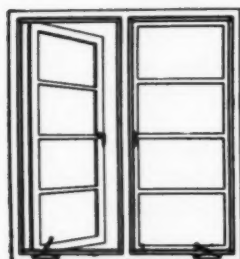
DOOR BOTTOM STRIPS

A must for every door in the house! Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Furnished in standard lengths—28", 30", 32", 36", 42" and 48"—packed ½ dozen same length to carton. Also available in special lengths.



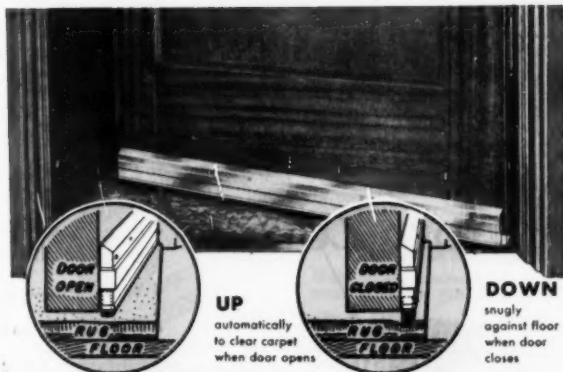
Nu-WAY WEATHER STRIP

A popular, fast-selling strip because it's the easiest in the world to put on! Works perfectly on windows, storm sash or doors. Made of moth-proof, pre-shrunk, color-fast wool felt and white metal. Package contains one 18 ft. roll with nails and instructions. Packed 12 cartons in handy display case.



M-D WEATHER STRIP FOR METAL CASEMENT WINDOWS

Available in Alacrome or bronze for all metal casements. Just slips on—no screws or fasteners needed! Furnished in bulk or in packaged sets for standard windows—18" x 26", 18" x 38" and 18" x 50". Only tool needed is pair of scissors or snips to miter corners.



Nu GARD Automatic DOOR BOTTOMS

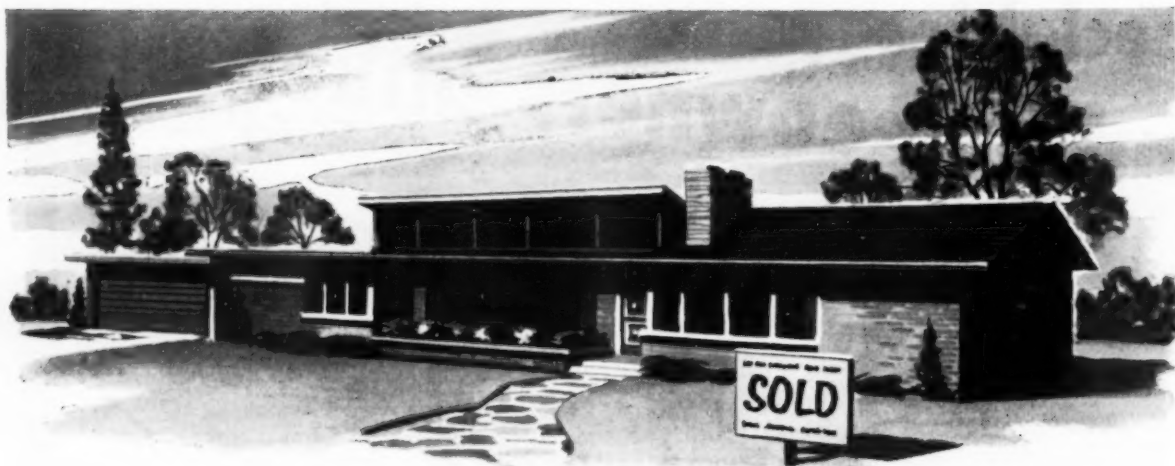
The perfect answer for all drafty doors. Automatic feature raises felt to clear rug or carpet every time. Smart, silvery-satin finish that will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48". May be shortened approximately 2". Packed in individual cartons.

MACKLANBURG DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for over 30 years!





LESS HOUSEWORK • BETTER HEALTH • MORE COMFORT

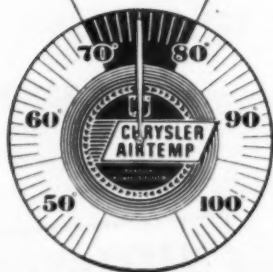
Sold this house!

When you install Chrysler Airtemp in your homes, you're selling *modern living* to your prospects! You're selling better health, comfort, and less housework . . . all potent selling points. But that's not all. Here are just a few of the unique advantages only Chrysler Airtemp Air Conditioning can offer:

- The Chrysler Airtemp name is *known!* Your selling job is easier because your customers have complete confidence in the Chrysler Airtemp name.
- Time-tested—16 years of residential air conditioning installation experience!
- Space-saving—Chrysler Airtemp advanced engineering gives you a flexible line.
- Waterless—no water or plumbing required.
- Consistent national advertising aids in selling your prospects.
- Chrysler Airtemp stands behind its product! A nation-wide distribution organization helps to eliminate bothersome service "call-backs."

Why not get all of the facts now. Call your Chrysler Airtemp Dealer—he's listed in the Yellow Pages.

Comfort Zone



CHRYSLER AIRTEMP

HEATING • AIR CONDITIONING for HOMES, BUSINESS, INDUSTRY

AIRTEMP DIVISION, CHRYSLER CORPORATION

Dayton 1, Ohio

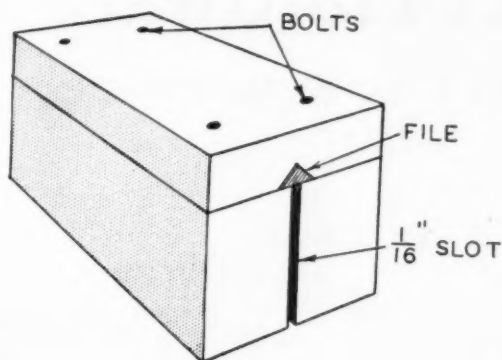
THE TRULY MODERN HOME IS AIR CONDITIONED

AMERICAN BUILDER

how would you do it?

ideas for the man on the job

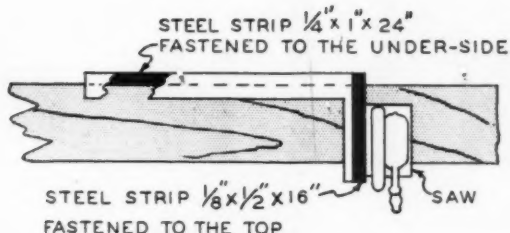
make this saw-blade jointer!



Use three pieces of 1x2, four $\frac{1}{4}$ -inch stove bolts and an old saw file to make this saw-blade jointer. Imbed an old saw file in one piece of 1x2. Bolt the three 1x2's together as shown in the illustration. Leave enough space to act as a saw kerf between the two upright members of the jointer to allow saw blade to pass through.

—J. D. Campbell, Wood River, Ill.

remodel your steel square!



By riveting or welding strips of metal to your steel square, you can get a square cut with speed while using your electric hand saw.

Attach one piece of metal $\frac{1}{4}$ x1x24 inches to the outside under edge of the body of the steel square. This strip, attached in this manner, will catch the edge of the board automatically, squaring itself for cutting.

Attach a second piece of metal $\frac{1}{8}$ x $\frac{1}{2}$ x16 inches to the topside of the tongue of the steel square. This second piece of metal will guide the saw across the board to be cut. The result is a perfect square cut.

—T. DeVries, Grand Rapids, Mich.

CASH FOR JOB SHORTCUTS—American Builder will pay five dollars (\$5) in cash for each shortcut or job pointer accepted for publication. Send all material to the Architectural Editor, American Builder, 79 W. Monroe St., Chicago 3, Ill.

SEPTEMBER 1954

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Majestic DOUBLE-DUTY Incinerators



- 3 Models of New, Outstanding Design
- 3 Basement Styled Units (priced for quick sales)
- 6 Designs for More Convenient Living

Majestic Incinerators are the most complete line of home disposal units. Six models, each featuring Majestic's patented down-draft, provide incineration for every home at economical price levels. Exclusive Jet-Air action and internal draft control on Majestic's new Model 10 series offer unique sales and safety features. Add this profit-making line to your business! Your jobber can give you prices and additional details, or write Majestic for your supplier's name and address.

The Majestic Co., Inc.

300-A Erie Street

Huntington, Indiana

Scharf Magnelite LEVELS

LIGHT!
 $\frac{1}{3}$ lighter than aluminum

UNBREAKABLE!
Unbreakable frame made of extruded magnesium, the FIRST of its kind.

AVAILABLE IN 9 SIZES from 12 to 72 inches
If Your Dealer Can't Supply You, Write Dept. A-7

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CARLSON Super Chief

16 FEET LONG — $\frac{1}{4}$ " Wide White Blade

Here's big news—in a compact, pocket-size package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 feet of wider, more rigid steel blade—designed into a pocket-fitting $2\frac{1}{2}$ " case that weighs only $6\frac{1}{2}$ oz. Best of all... with the SUPER CHIEF, you alone can now make accurate extended vertical and horizontal measurements quicker... easier.

for one-man measuring

Handy Re-wind Crank moves 16 ft. blade smoothly in and out of case, without backlash.

Quick Blade-Change— Do-It-Along—and do it better—with a Carlson SUPER CHIEF! See it at your Hardware Dealer!

Easy-to-Read— jet black numerals on snow-white blade won't surface crack or peel.

Patented Swing-Tip

Carlson & Sullivan, Inc.
MONROVIA, CALIFORNIA

Produced under Patents #2089209, #2510939, #2629180 & Pat. Pend.

DEXTER

Colonial Cabinet Hardware

AUTHENTIC IN DESIGN • YET LOW IN PRICE



Beautifully designed in etched metal, this brand new line of Dexter Colonial Cabinet Hardware includes H & L hinges, strap hinges, knobs, latches and pulls. Two finishes are available: antique black or antique bronze . . . and they match Dexter's etched finish Lifetime locks.

Dealers are now featuring their counter displays of this sure-to-sell new Colonial Cabinet Hardware.

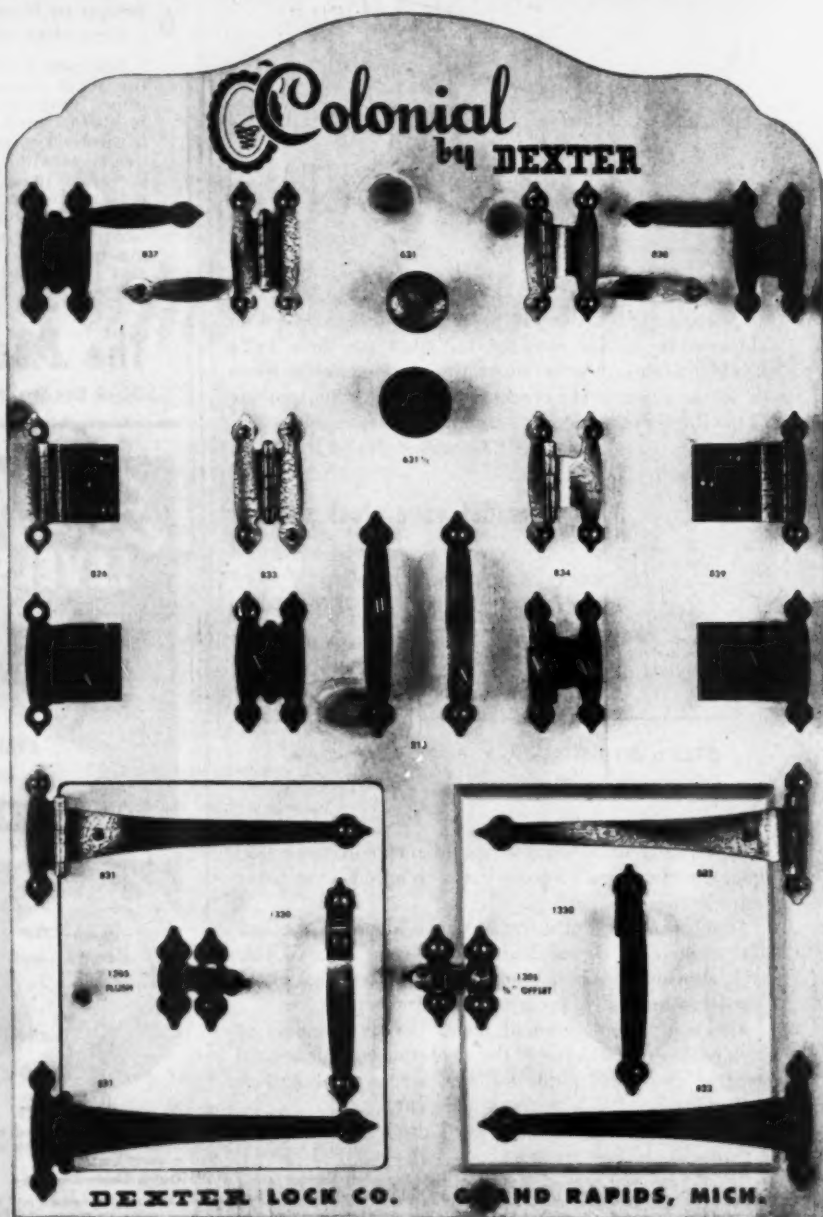
DEXTER LOCK COMPANY

GRAND RAPIDS • MICHIGAN

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In Canada: Dexter Lock Canada Ltd., Cuelph, Ontario

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MANUFACTURERS OF DEXTER *Lifetime* LOCKS

new products

SHOWER ENCLOSURE AB95401

Lightweight, fiberglass shower door, in choice of five decorative colors, can be installed in any standard recessed tub in a few minutes. Extruded aluminum sections are anodized for added beauty.



Shatterproof door cannot warp, mold or mildew. Jambs and door panel frames are cushioned with sponge rubber strips to eliminate rattles. Nylon rollers at top and bottom of door panels permit silent operation. A sloped sill section allows water to drain back into tub. Ludman Corp., Dept. AB, North Miami, Fla.

FIREPLACE UNIT AB95402

Improved "3-Star" fireplace unit features a Pressure-Seal damper that seals air-tight when the fireplace is not in use. The damper prevents the escape of house heat up the chimney, and stops chimney downdrafts from sending blasts of air into the room to cause

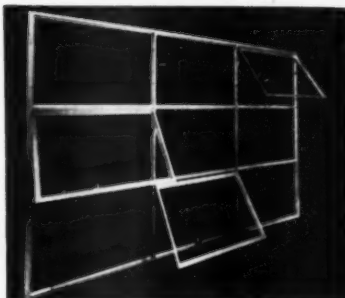


cold drafts and scatter ashes. In air-conditioned homes, the unit prevents loss of summer cooling as well as winter warmth.

When damper is closed, its blade rests against an asbestos gasket; additional pressure on damper handle locks unit in place. Heatilator, Inc., Dept. AB, 866 E. Brighton Ave., Syracuse 5, N. Y.

WINDOW WALL AB95406

All-aluminum window wall, called "Superwall," features wide flexibility of installation. Any combination of stationary lights and operating vents is possible. All multiple-unit combinations



are assembled with mullions. Heavy flangeless sections combined with I-shaped mullions give strength to intermediate vertical frame sections. Unit can be furnished with hopper vents if desired. Superior Window Co., Dept. AB, 5300 N.W. 37th Ave., Miami 42, Fla.

OFFICE PARTITIONS AB95409

A free-standing office wall called the "Partition-ette" offers a practical answer to the problem of office space division. The system is made up of interlocking panels that can be extended in any



direction. They do not bolt to floors, walls or ceilings and do not interfere with existing heating, ventilating, air conditioning or lighting. Panels are available in ten stock widths and three stock heights to 68 inches in genuine oak or walnut or steel, topped with clear or fluted glass. Arnot-Jamestown Div., Aetna Steel Products Corp., Dept. AB, Jamestown, N. Y.

BLACK TOP PAVER AB95425

Asphalt paver is designed to be towed by the truck which feeds to the paver's hopper. Unit is powered by a 12 h.p.



gas engine for driving the breaker bar and screed and providing power to permit machine to move into new locations. Oscillating screed cuts off material at desired height above grade. Overlapping action carries material up to adjacent courses, compacting a tight joint without raking.

Design enables continued reduction of error in course surface because rollers are placed close to cutter bar, front wheels are set well forward of cutter bar. Dual controls are provided, permitting operation from either side. Foote Construction Equipment Div., Blaw-Knox Co., Dept. AB, Nunda, N. Y.

OSCILLATING SANDER AB95417

"Gusto" line of oscillating sanders is built for speed and efficiency, its manufacturer states. Units operate at 50 strokes per second and can be used on



wood, metal, plastics, plaster, lacquer, etc. Design permits uses on flat and curved surfaces. Due to light weight (eight pounds), they can be used in vertical as well as horizontal position, in tight spots and up to edges. Victor J. Krieg, Inc., Dept. AB, 611 Broadway, New York 12, N. Y.

HOLE DIGGERS AB95411

Two Super Hole-A-Matic models have been added to the company line of one-man-operated, portable hole digging and tunneling machines. These machines



dig holes up to 12 inches in diameter, and with shaft extensions, will dig holes up to 15 feet in depth or more.

Constructed for heavy-duty service, they work with a pulverizing, grinding action, and bore at any angle, riding over large rocks without damage and without throwing the operator. Multi-Matic Corp., Dept. AB, 14741 Bessemer St., Van Nuys, Calif.

Chase[®]

**gives you 7 reasons
why copper means
a better home!**



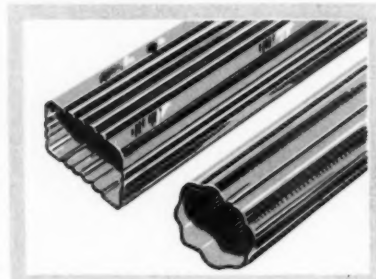
It won't rust and resists corrosion—Copper's resistance to the elements is traditional—even in areas where atmospheric conditions destroy other metals. Its performance is proved over centuries of experience.



It's full weight—Look for the die-stamped Chase Trade Mark and Weight Stamp—your assurance that Chase Copper Roofing Products have stability and permanence.



Seams are adequate—Chase Copper Leaders are formed from full-width strips, to assure strong, expansion-proof seams.



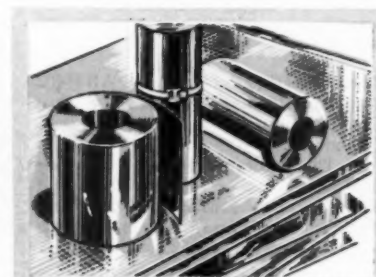
Corrugations are deep and generous—Chase Copper Downspouts have full-depth corrugations, ample for temperature ranges in any climate.



It can be soldered . . . with ease and economy—Long-lasting, water-tight joints are assured when standard soldering techniques are applied to Chase Copper Roofing Products.



It's architecturally harmonious—Modern or traditional design both benefit from Copper's rich appearance—a metal protected and beautified by nature itself.



It's economical—The ratio of first-cost to years of service is at a bare minimum, when Copper is used. And, the relationship of copper to overall building costs is as reasonable as it ever was in the past.

Chase[®]

BRASS & COPPER CO.

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For maximum life and performance, install Chase full weight copper leaders, gutters and roofing accessories.

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- 3** PROVEN VALUE that's paying off year after year in thousands of installations from coast to coast.

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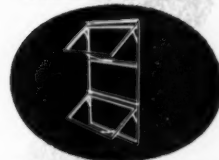
Aluminum **WARE** Windows

Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

MEMBER OF THE ALUMINUM WINDOW MANUFACTURERS ASSOCIATION



ALUMINUM CASEMENT WINDOW
The Casement with the Quality Reputation



ECON-O-WARE AWNING WINDOW
The Economy Priced Awning Window



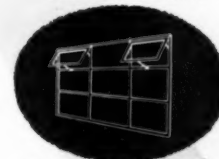
INTERMEDIATE AWNING WINDOW
The Industry's Luxury Awning Window



WARE-TITE JALOUSIES
Proven All Weather Protection



WARE PROJECTED WINDOW
Rugged, monumental construction



THE ECON-O-WALL WINDOW
Brings the Outdoors "Indoors"



oak

*The most beautiful,
most practical
of all floors*



**Oak floors are preferred by 8 out of 10
home buyers, builders, and architects**

The overwhelming choice for beautiful floors over the years remains the first choice today. More than 80 per cent of all U. S. homes have Oak floors—proof of their adaptability and economy for dwellings of every size.



**Oak floors increase loan
and resale values**

Oak's proven durability and popularity raise both original loan and resale values of homes. Buyers automatically look for Oak floors . . . and consider them a sign of quality construction throughout the house.

NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tenn.





Oak floors add to structural strength

Strong, durable Oak floors form an interior foundation essential to sound construction. This extra strength is combined with a high insulating quality that makes any home warmer and more healthful. Thus, Oak floors save on heating costs, protect health, give maximum comfort.



Oak floors enrich all home styles

The decorative grain and mellow coloring of Oak give a warm, natural charm to both contemporary and traditional architectural styles. Its adaptability makes interior decoration easy and economical because Oak harmonizes with all home furnishings and materials.

You know you're right when you specify **OAK FLOORS**

He NEVER misses bidding the jobs he wants



This man knows his business. He knows he can't afford to miss out on jobs because he heard about them too late, or not at all.

He makes it a point to know all about who is building what and where . . . to know who to see and when to take action. In short, he *knows in time* about the jobs, selects the ones he wants . . . and then goes out to get them.

How does he do it? Easy: DODGE REPORTS.

Yes . . . the one sure way to know at the right time . . . the way proven for over 60 years for most of the leading firms in new construction, is to use Dodge Reports. You will have the inside track on all the business you want if you know where the jobs are at the right time.

It is Dodge Reports' business to find the jobs and tell you where they are so that you can figure, bid and sell them. There is just no other way to make the most of all the opportunities coming up every day in new construction. There are just too many people to see, too many miles to cover, too little time.

More than 1,000 Dodge field men are constantly investigating new business developments in the construction industry. Their daily reports, backed by the nationwide facilities of the Dodge Organization, make it possible for you to know—wherever you operate in the 37 Eastern States—what's coming up and when—so that you can bid on the jobs you want.

Why not take a look at some typical Dodge Reports covering work right in your territory? We'll gladly let you see them and send along our informative book telling how others use Dodge Reports. Write today, to—



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Timely, accurate construction news service East of the Rockies

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CORPORATION

new products

GARAGE DOOR AB95403

"Paraline" overhead sectional garage door features two extra-wide panels which enhance and blend with the design of ranch-type homes. Patterns

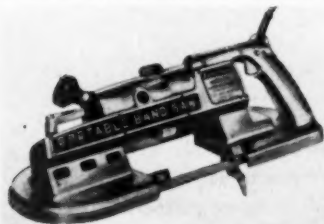


to fit individual tastes can be created with the use of rosettes and half-round strips. Two outside lift handles are provided. Patented "Wedge Tight" track insures tight action and fit and easy operation.

Door comes glazed or unglazed; it can be equipped with a radio controlled electric operator. Four stock sizes are furnished. Calder Manufacturing Co., Dept. AB, Lancaster, Pa.

PORTABLE BAND SAW AB95405

Electric, portable metal-cutting band saw is stated to cut 15 times faster than a hand hacksaw. Weighing 16 pounds, measuring 19½ inches long, it can be operated in any position—overhead, vertically or within ¼-inch of flush with floor. Housing is die-cast aluminum. All shafts passing into and out of gear housing are protected by leather and neoprene seals, keeping grease in and dirt out. Blades are available in

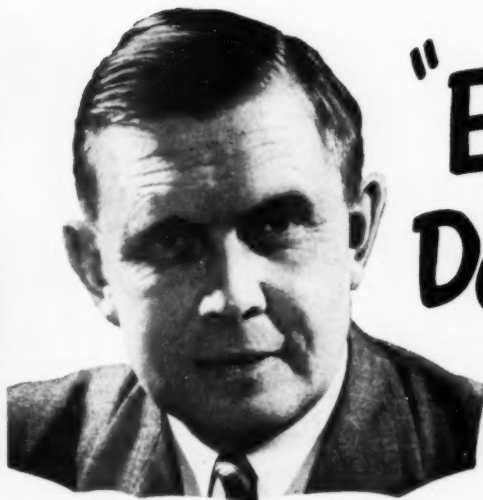


a range of six to 32 teeth per inch for all types of cutting. Blades can be removed or inserted in a moment. Porter-Cable Machine Co., Dept. AB, 2526 N. Salina St., Syracuse 8, N. Y.

OUTDOOR LANTERN AB95421

This outdoor fixture is a one-piece porcelain unit with jet black glaze and a black-trimmed glass shade. It is completely weatherproof and is said not to be affected by salt atmosphere, heat or humidity. It will not rust or discolor the house. Rain or snow have no effect on the lantern which will last as long as the house, its makers claim. Alabax Division, Pass & Seymour, Inc., Dept. AB, Solvay Station, Syracuse 9, N. Y.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 204



"Easy Does it!"

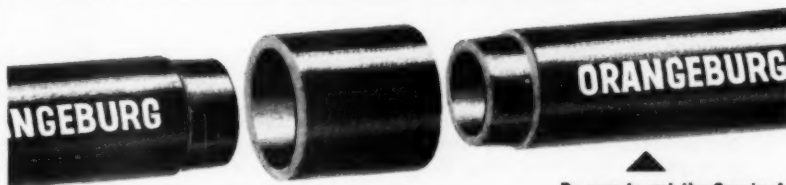
...say the builders!

Easy to carry the 8 ft. light weight lengths!

Easy to tap the Taperweld Joints watertight!

Easy to cut, easy to tool...no waste!

Easy to connect the exclusive Orangeburg Fittings!



Be sure to get the Genuine!
Look for the name

SAVES TROUBLE AND MONEY TOO!

Easy does it applies to the hauling to the trench, to the handling and assembling in the trench. The Taperweld Joints require no cement or compounds to make them root-proof and leak proof. They seal watertight with a few light taps of the hammer.

Orangeburg saves time, trouble,

money for the builder. The long lengths mean fewer pieces to handle, fewer joints to make — a faster easier job. When finished you have a pipe line at minimum installed cost. Get genuine Orangeburg quality. Look for the Orangeburg trade mark. Order from your wholesaler. Write to Dept. AB94 for facts.

Use Orangeburg Root-Proof Pipe for house sewers, storm drains—other non-pressure lines outside the home. Use Orangeburg Perforated Pipe for foundation drains, septic tank beds—all seepage drainage.

ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS



¼ BEND



WYE



½ BEND



New TEE
now ready

ORANGEBURG MANUFACTURING CO., INC.

Orangeburg, N. Y.

West Coast Plant: Newark, Calif.

**94.9% of Lockheed's 50,000
employees are enrolled
in the Payroll Savings Plan**

ROBERT E. GROSS

*President, Lockheed Aircraft Corporation
National Chairman, 1953 Aircraft
Industry Payroll Savings Drive*



"A man's personal economic security is the sum of his own diligent effort, a financially sound government and a systematic savings plan. He has the earnings and he has the government that can protect the individual. However, human nature being what it is, not everyone maintains a systematic plan of savings. So here is a plan designed to help the employee—the Payroll Savings Plan, whereby his company will regularly invest a part of his earnings (he specifies the amount) in United States Savings Bonds, America's safest form of investment. We at Lockheed have endorsed and encouraged this plan because we know what it does to assure security—both individual and national."

Lockheed Aircraft Corporation recently conducted a person-to-person canvass that put a Payroll Savings Application Blank in the hands of every employee of Lockheed's eleven plants in Southern California. At the conclusion of this one-week campaign, 36,419 of the 38,037 employees—95.7%—had signed up on the Payroll Savings Plan. Three of the eleven plants achieved 100% enrollment.

Lockheed's 95.7% in the Southern California plants is the highest employee participation of any company or group of this size this year. The previous national record in the aviation industry—92%—was set by Lockheed's Georgia Division in April, 1953. Of Lockheed's total payroll—50,000 men and women—94.9% are building "... security—both individual and national" by systematic investment in U.S. Savings Bonds.

45,000 companies operate Payroll Savings Plans. In many of these companies employee participation ranges from 60% to 80%; in some, it is even higher. On the basis of Payroll

Savings Records, it is safe to estimate that 60% or more of the personnel of a company will join the Payroll Savings Plan—

—if the many personal benefits of the Payroll Savings Plan are properly presented to them by management.

—if they are shown how their monthly investment in Savings Bonds contributes to national stability by adding to our reservoir of future purchasing power—\$35.5 billion—the cash value of outstanding Series E Bonds—the kind purchased by Payroll Savers.

Your State Director, U.S. Treasury Department, is ready to help you build a 60%, 70% or 80% Payroll Savings Plan. He'll explain how easy it is to conduct a simple person-to-person canvass and will furnish all the printed matter, posters, etc. Phone, wire or write today to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C.

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Case history
of CECO on-the-job
performance



How Ceko

installation methods

saved up to \$10.50 per


window opening

When a builder provides wanted features in homes, he is on the right track to make money. When he does that at a saving, then profits really begin to pile up.

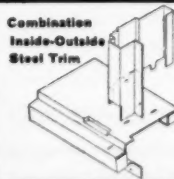
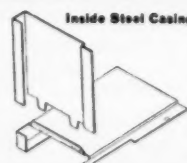
That is what Joseph Horowitz of Red Seal Homes, Inc., Chicago, discovered when Ceco Steel Casements were used. Ceco research proved owners prefer steel casements. And Ceco engineering plus personal service made savings these 2 ways:

■ Installation was speeded because the casements were delivered with steel casings attached, ready to be placed in the rough openings . . . eliminating need for finishing the openings.

■ Time was saved because all units came Bonderized and Prime Painted, ready for field painting . . . eliminating prime painting on the job.

Builders everywhere can save from \$4.50 to \$10.50 per opening on labor and materials, depending on local wage rates and installation conditions. So on your next job, for profit's sake and customer satisfaction, use Ceco Steel Casements. Write for free literature on installation and money-saving ideas. 

Typical corner assembly details



*In construction products
CERAM STRONGTENS
makes the big difference*

CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities. General Offices: 5601 W. 26th St., Chicago 50, Ill.

On the job proof you save 4 ways with Upson All Weather Sheathing



An expensive contemporary home sheathed with Upson All Weather. The sheathing was exposed to extremely bad weather for 30 days. However, weather didn't bother durable Upson All Weather.

A custom built home; a project where every penny counts . . . no matter what the job Upson All Weather Sheathing gives you a better finished job *at less cost.*

Upson's research and advanced manufacturing methods make possible highest quality, *plus* offering a sheathing with *four big savings!*

- 1 Upson All Weather Sheathing costs less to buy. Check price lists. Compare!
- 2 Eliminates costly corner bracing. Meets and exceeds requirements of FHA Technical Circular No. 12.
- 3 Slashes application costs two ways. King sizes reduce application time. CuraSeal waterproofing means continuous work.
- 4 Material wastage pared to almost nothing. Ten different sizes let you buy sheathing to fit the job.

For complete details, mail coupon today!

THE UPSON COMPANY
119 UPSON POINT, LOCKPORT, NEW YORK
Please rush me complete details on Upson All Weather Sheathing.

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COMPANY _____
STREET _____
CITY _____ STATE _____



upson
proven quality
you can trust

● King sizes mean one or two panels cover an entire wall area. Application time cut 50%. Window cut out after applying, pieces used elsewhere.



● On a project Upson All Weather Sheathing really slashes costs. King size 8' x 16', 18' or 20' lengths mean two men can do work of four.

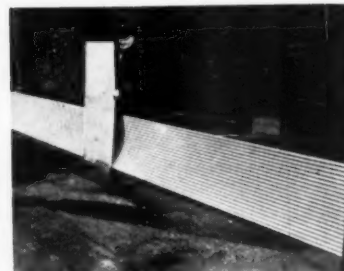


● On quantity jobs, Upson will supply soffits exact size. Save! No cutting on the job. No waste. Rugged All Weather takes roughest weather.

new products

ALUMINUM ROOFING AB95428

Corrugated aluminum roofing designed to eliminate end-lapping in most applications is provided in standard 26-inch

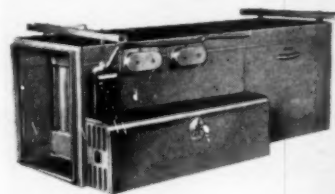


width but can be ordered in lengths up to 25 feet in .019- or .024-inch thickness. The cut-to-fit roofing is available in 1¼- or 2½-inch corrugated type and in five-v crimp. Despite its greater length, tests have indicated no trouble from expansion or contraction. Nichols Wire & Aluminum Co., Dept. AB, 1725 Rockingham Road, Davenport, Iowa.

HORIZONTAL FURNACE AB95437

Horizontal gas-fired furnace comes in four sizes, ranging from 64,000 to 112,000 Btu's output. It is delivered completely assembled with all controls except thermostat mounted. Flue outlets on both sides of cabinet enable flue and draft diverter connections to be attached to either side.

Blower, of multi-blade, centrifugal type, provides positive circulation.



Burner is engineered to get high combustion efficiency with any type of gas. Heat exchanger is designed to prevent expansion and contraction noises. Iron Fireman Mfg. Co., Dept. AB, 3170 W. 106th St., Cleveland 11, Ohio.

PLASTIC TOP MATERIAL AB95424

Two new patterns in Naugatop (Grass and Pebble) plastic topping material can be applied with home tools and hand pressure. The plastic covering comes with adhesive on its gluing surface and can be used to modernize table and sink tops, cabinets and other flat surfaces.

It can be applied to surfaces of plywood, tempered hard board or metal. It has a satin finish and can be easily cleaned with a damp cloth. It resists most acids, alcohol and boiling water. Naugatop is sold in 30 inch widths in desired lengths. United States Rubber Co., Dept. AB, Rockefeller Center, New York 20, N. Y.

AMERICAN BUILDER

GARAGE DOOR AB95430

Sectional overhead-type garage doors, featuring wedge-action closing, are made in 8x7- and 9x7-foot sizes for single car garage and 16x7-foot sizes for two-car width. Panels in third section are open for glazing or for plywood panels to be inserted.

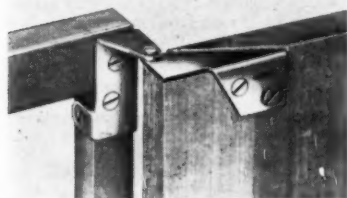
Wood sections are Douglas fir. All rails and stiles are of 1 3/8-inch material,



joints mortise-and-tenoned, glued and steel pinned for reinforcing. Extension springs counterbalance door's weight, permit easy opening and closing. Wedge-type vertical track assures weather-tight fit. Sheffield Doors, Inc., Dept. AB, Sheffield, Ill.

CABINET HINGES AB95419

Two pivot hinges for cabinet doors completely overlap the frame. With the No. 333, no vertical mullion or partition is required. For the No. 334, illustrated, no horizontal stile is neces-



sary. When doors are closed, only a small portion of the pivot shows.

Flush mounting of doors, made possible by the use of these hinges, gives cabinets a smooth-faced appearance and permits cutting an entire cabinet front from a single sheet of plywood. Panels are separated only by the width of the saw cut. Hinges are steel and are obtainable in four different finishes. The Stanley Works, Dept. AB, 105 Lake St., New Britain, Conn.

ESCUTCHEON PLATES AB95415

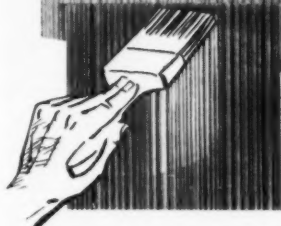
Available in brass or aluminum, these "Decra-Dor" escutcheon plates are deeply etched with flowing designs and outlined with inlaid enamels. The plates provide a background which sets off the door knob and helps keep dirt off the door itself. Plates are held to the door by the rose. Five different designs are now available. Lockwood Hardware Mfg. Co., Dept. AB, Fitchburg, Mass.

♦ FOR MORE INFORMATION
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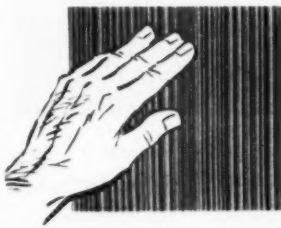
Upson Striated Panels give homes added quality appeal at no extra cost



Upson Striated Panels as a fourth wall; just one way to add beauty to your homes.



- Upson Striated Panels paint smoothly, easily. No sanding or steel wooling needed to finish. Panels do not drink paint. Upson Striated Panels add beauty that lasts a lifetime.



- A closeup of Upson Striated Panel. Note the clean, smart looking surface. Upson Striated stands up to hard knocks and bumps.

You should see and feel a piece of Upson Striated Panel to fully appreciate its quality and beauty.

Upson Striated Panels, tastefully used, will set your home apart from run of the mill competition. Give women prospects extra push to close the deal. And give men a feeling of sound investment.

The cost to you? Surprisingly little compared with other materials. Upson Striated Panels are easy to apply in the conventional manner. They won't shatter or splinter. Withstand extreme impact. Are a full 1/4" thick.

Upson Striated Panels are easy to paint, too. Paint them single tone or try the new two-toned paint job for something really beautiful!

Start right now to give homes you build a quality appeal at no extra cost. We'll send you a free sample and an Idea Sheet showing exciting ways you can use Upson Striated Panels in your homes. Just mail the coupon. But do it now before you forget.

For FREE sample and Idea Sheet, mail coupon today!

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proven quality
you can trust



THE UPSON COMPANY
119 UPSON POINT, LOCKPORT, NEW YORK

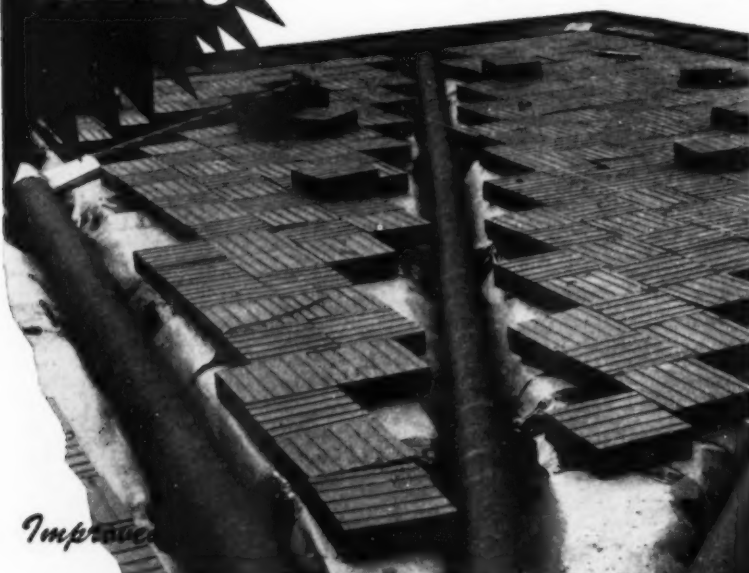
Please send me FREE Idea Sheet and a pre-decorated sample of Upson Striated Panel plus application directions.

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COMPANY _____
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Perimeter
Heating**

ONLY FIBRE DUCT

Saves You So Much!



Improves

SONOAIRDUCT®

PAT. APP. FOR

FIBRE DUCT

..... that

PHOTO—All American Home, built by Superior Construction Company; Wray Plumbing & Heating, Heating Contractors, Greensboro, N. C.

..... The secret to lower duct costs in slab-floor perimeter heating systems is tried-and-proven SONOAIRDUCT Fibre Duct. Widely job-tested and approved by architects and contractors everywhere. This time and money-saving lightweight duct is now aluminum foil lined (reduces air friction)—now wrapped in weather-tight asphalt kraft, and end dipped in wax! 27 sizes—2" to 36" I.D., up to 50' long. Can be sawed to desired lengths on the job. Permitted by F.H.A.

WRITE for complete information and prices



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new products

TUBE BENDER

AB95431

Used to bend hard and soft copper tubing of 3/8- and 1/2-inch o.d. (1/2- and 3/4-inch nominal), the Model TT-57 incorporates both bending sizes in one tool. It is made of lightweight metal



and weighs only six pounds. Both bending sizes have same three-inch radius.

Tool's two parts are a round base with two grooves (forming section) and the pulling section, also with two grooves, which is pulled with a handle against the tubing and around the forming section. Tal Bender, Inc., Dept. AB, Milwaukee 2, Wis.

ATTIC VENTILATOR

AB95427

Slant roof attic ventilator with 120 square inches of air opening is low in height to provide inconspicuous appearance on the roof. Designed to fit shingled roofs of any pitch, ventilator is flanged, baffled and screened to make it weathertight and insect-proof.

Besides its three-inch flashing all around, it has a narrow auxiliary drip cap at the bottom of the opening which



is forced down over shingle ends, providing a permanent seal. Deep baffle separates water and air even when rain or snow are driven into opening. Leslie Welding Co., Dept. AB, 2943 Carroll Ave., Chicago 12, Ill.

COOLING TOWERS

AB95418

Propeller-fan type cooling towers for residential and commercial air conditioning applications are available in a capacity range of from two to 15 tons. Special coatings are provided to assure all-weather protection and lasting attractive appearance. Panels are zinc-chromate prime coated inside and out, then rubber undercoated inside and coated outside with vinyl-base paint of high chlorinated rubber content. Motors, fans and drives are of sufficient capacity to handle average ductwork for indoor installation if desired. Bush Mfg. Co., Dept. AB, West Hartford, Conn.

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AMERICAN BUILDER



Photo courtesy Rowe Manufacturing Co.

Here's the Door to Better, Faster Sales! ...with **GUARANTEED** Panels by **MASONITE**



Increase buyer confidence and boost your own sales by installing sectional overhead garage doors made with Masonite Dorlux panels. The simplicity and cleanness of design lend themselves *attractively* to any style home.

Strong and durable—Dorlux panels by Masonite take any type of finish and hold it beautifully...and they are lifetime guaranteed not to split, splinter or crack under natural conditions. Here is a real quality door...with economy and sales appeal. Easy to operate in any kind of weather.

Thirty-three types and thicknesses of Masonite Presdwood® are helping today's builders build better for less...ask about them at your building materials dealer.



NATURALLY STRONGER WITH LIGNIN

MASONITE®
CORPORATION

Dept. AB-9, Box 777, Chicago 90, Ill.

"Masonite" signifies that Masonite Corporation is the source of the product

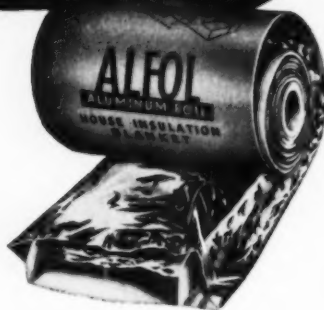


THE MULTI-LAYER REFLECTIVE INSULATION USED IN THE NAHB AIR CONDITIONED VILLAGE

ALFOL BUILDING BLANKET INSULATION

Yes, ALFOL was the multi-layer reflective insulation used on this great NAHB project. And no wonder. ALFOL is an air conditioning "natural."

As proven by the U. S. Bureau of Standards (BMS 52), *nothing*—not even full-thick bulk material—provides the summer value of two-ply reflective insulation in a ceiling. And ALFOL is "First in Reflective Insulation." The result:



ALFOL CUTS INSULATION COSTS, LOWERS OPERATING ESTIMATES, OFTEN PROMOTES THE USE OF A SMALLER SIZE CONDITIONING UNIT!

These cost-slashing, sales-promoting benefits result largely from ALFOL's low heat-storage capacity. Made of multi-ply aluminum foil, ALFOL reflects heat... instantly and continuously. Moreover, it attacks all 3 forms of heat transfer; delivers a year-'round average efficiency that is unsurpassed.

ALFOL provides another major feature—a positive, continuous vapor barrier... the best obtainable! As a result, vapor condensation (a year-'round problem in air conditioned homes) is permanently, effectively banished.

Yet for all these advantages, ALFOL usually costs less. Rapidly applied because its heavy duplex backing resists ripping. Packaged in handy 500 or 250 sq. ft. rolls, its remarkable compactness makes handling and storage a breeze... particularly on project work. ALFOL is available in 5 Types, 4 widths.

For your Air Conditioned project, why not investigate ALFOL?

ALFOL
BUILDING BLANKET INSULATION
"FIRST IN REFLECTIVE INSULATION"

We'll send full details plus Report BMS 52.
Address your letterhead to Dept. H.

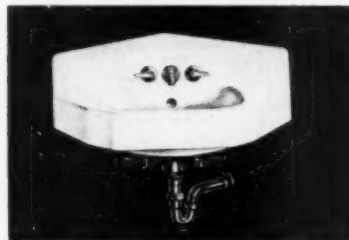
REFLECTAL CORPORATION
A Subsidiary of
310 So. Michigan Ave.
Borg Warner
CHICAGO 4, ILL.

new products

CORNER LAVATORY AB95432

In minimum-size baths or washrooms, installation of a corner lavatory frees needed space in the center of the room; in larger bathrooms, these units often absorb marginal space and permit more freedom of motion.

Made of enameled cast iron, units are as easily installed as conventional fixtures. Unit shown is 16x16 inches



and comes equipped with aerator and pop-up drain; an 11x11-inch size can be ordered with aerator, chain and stopper. Kohler Co., Dept. AB, Kohler, Wis.

CABINET HARDWARE AB95410

Decorative concave knobs and backplates are available in two finish combinations, said to harmonize with any color or finish on cabinets or furniture. For cabinets on which chromium hardware would be used, manufacturer



recommends satin chromium knob with ebony black ornament and polished chromium backplate. Where brass or copper hardware is most suitable, satin copper knob, brass ornament and polished brass backplate is suggested. American Cabinet Hardware Corp., Dept. AB, 416 S. Main St., Rockford, Ill.

FAST-DRYING PRIMER AB95423

A flat white primer known as B-I-N dries hard in 45 minutes and is said to eliminate the need for scaffold shifting. In the average room, painters can start finishing the first wall as soon as priming the fourth wall is completed. Coating's high-speed drying qualities adapt it to production line work in pre-fab and pre-cut wall finishing. Its hiding and sealing power are stated to make it useful with dry-wall construction. Primer can be brushed, sprayed or rolled on. One coat, over wood, plaster or wallboard, covers about 450 square feet per gallon; 500 on metal, glass or other hard surfaces. Wm. Zinsser & Co., Dept. AB, 513 W. 59th St., New York 19, N. Y.

♦ FOR MORE INFORMATION
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AMERICAN BUILDER



"A salute to those who made it possible" *



One of a group of 90 homes in Baltimore, Md., by Contractor Builder: Admiral Construction Corp.

"... after deciding to give your WindoWall a try,
we were pleased far beyond our expectations!"

—says Jerome S. Cardin, Vice President of
Admiral Construction Corp., Baltimore, Md.

Mr. Cardin writes, "Some months ago when you spoke to us about the many advantages which we would gain by using the new Fenestra* WindoWall we were, frankly, rather hesitant in changing our window layout as we had been using your standard Residence Casements to our great satisfaction. Especially since the particular 90-house project was in the \$10,000.00 class, we felt that the added initial cost of the WindoWall was not necessary.

"However, after deciding to give your WindoWall a try, we were pleased far beyond our expectations. The benefits derived have added substantially to our project's eye and sales appeal. This has more than offset the slightly higher original cost.

"Once again, our sincere thanks for offering such quality products. To us the Fenestra name is synonymous with quality and satisfaction."

This letter typifies the reactions of builders all over the country who are using the Fenestra WindoWall in homes of every price bracket.

For full information on Fenestra Ready-Trimmed Casements, WindoWall, Residential Projected (awning type) Windows, Residential Type Doors, Sliding Closet Doors and other Fenestra Building Products (and Fenestra Super Hot-Dip Galvanizing), call your local Fenestra Representative.

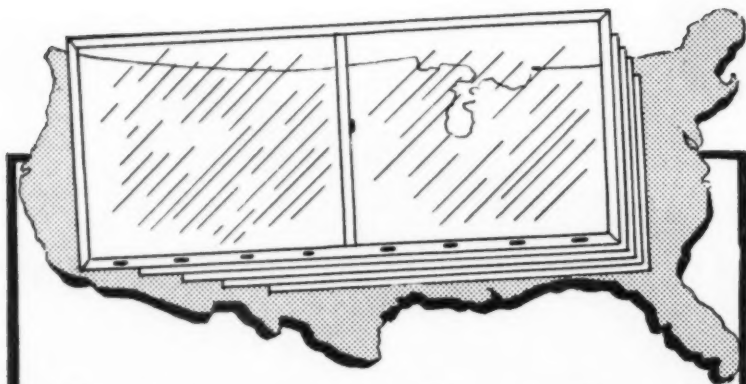
Or write to Detroit Steel Products Company, Dept. AB-9, 2260 East Grand Boulevard, Detroit 11, Michigan. *8

* Your need for a really modern "picture window" with fresh air ventilation encouraged us to develop this wonderful Fenestra Steel WindoWall.

Fenestra

RESIDENTIAL
STEEL WINDOWS
AND DOORS

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH



Acclaimed from Coast to Coast!

The nation wide acceptance of KOTA HORIZONTAL SLIDE WINDOWS can mean just one thing — **QUALITY**. And KOTA quality is the result of over a quarter century experience in the metal window business.

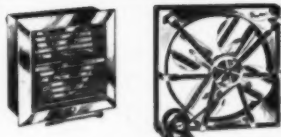
Kota quality, workmanship and dependability are bywords in the building industry. Do you have a prime window problem? Kota has the answers.



For complete details write, wire or phone:

KOTA PRODUCTS INC.
NORTH COUNTRY ROAD
ROCKY POINT, L. I., N. Y.
Telephone: SHoreham 4-2861

GRAINGER'S SUPPLY SERVICE



USE YOUR NEARBY GRAINGER STOCK

Next time you need attic fans, kitchen fans, sump pumps and other electrical items—save time and money—order from your Grainger Motor Book. You'll get fast shipping and pick-up service from your nearby Grainger Warehouse—and lowest possible prices always. Your Grainger Salesman is at your service too—let him help you. Let Grainger Service help build your sales.

Request on Letterhead
ADDRESS DEPT. AB-1

DEALER CATALOG

W.W. GRAINGER, INC.

49 WAREHOUSES—COAST-TO-COAST—SEE PHONE BOOK
GENERAL OFFICE: 118 S. OAKLEY BLVD., CHICAGO 12

NOW! WHEN YOU PLAN THE BUILT-INS— PROVIDE FINGERTIP DRAWER OPERATION

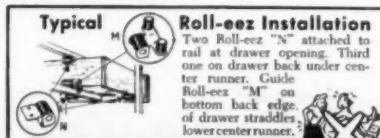


WITH
Roll-ez
Trade Mark
Roller Bearings for
Wooden Drawers

**ADDED
SALES APPEAL**
can be put into New
Homes and Remodeling
Jobs with Drawers that
**OPERATE WITH
FINGERTIP PRESSURE**

*Free folder shows 10 applications
you can make—at Little Cost!*

Builders everywhere are taking advantage of Roll-ez... the sensational plastic roller bearings that give you drawers operating under fingertip control—year after year—even in hot, humid weather. Made in nine styles, they eliminate friction of wood-against-wood and keep drawers rolling straight, are applied easily and quickly in many ways and combinations. Small, durable, dependable, they prevent drawers from sticking and binding throughout a lifetime of service.



Write for Literature
JUNIOR-PRO PRODUCTS CO.
3206 Morganford, St. Louis 16, Mo.



new products

CORNER GUARD AB95439

To conceal butting of wallboards on external corners and protect them from chipping and marring, this product is made from light, strong galvanite steel in eight-foot lengths. It is easily cut and installed, its makers say.

The corner guard is nailed through the wallboard (G) into the studs;



spackle (S) is feathered off. The finished surface provides an undetectable surface gradation from the protective nose to the surface of wallboard. Paint, wallpaper or other finish (F) is smooth, with a permanently protected corner. Faces of guard wings are scored and punched for mechanical bond of the spackle. The Bostwick Steel Lath Co., Dept. AB, Heaton Ave., Niles, Ohio.

DOUBLE BOWL SINKS AB95422

Double bowl standard back ledge sinks are made of seamless drawn stainless steel. They are designed for homes and apartments and are available in 21x24-inch single, 21x32- and 21x42-inch double bowl. Frames are available



for all sizes and styles. Units can be used with Formica, tile, linoleum, plastic or stainless steel. Legion Utensils Co., Dept. AB, 40th Ave., and 21st St., Long Island City 1, N. Y.

CORK TILE AB95433

Featuring light, medium and dark shades, new line of cork tile is recommended for installation on wood and concrete floors above grade. It is available in 1/8- and 3/16-inch gauges in 6x6-, 9x9-, 6x12-, 12x12- and 12x24-inch sizes. It is said to be ideal for household areas where basic requirement for flooring involves areas which must be quiet and comfortable underfoot; also desirable in many commercial areas and institutions. Congoleum-Nairn Inc., Dept. AB, 195 Belgrove Drive, Kearny, N. J.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 204

AMERICAN BUILDER

Builders!

Put the plus-sell of panelled walls even into low-cost housing! Now it's really practical...



AMAZING NEW WAY TO PUT UP PLYWOOD PANELS WITHOUT NAILS!



WELDWOOD CONTACT CEMENT

Important Building Economies—Now, the world's largest plywood organization brings you a revolutionary new concept in building construction. With Weldwood Contact Cement you can put up plywood panelling entirely without nails! Ends nail-setting, puttying and finishing unsightly nail holes. And makes the use of pre-finished plywood panelling practical as never before!

No change in plans needed! No special construction needed. Install plywood panels directly to studs or furring strips.



Add the profitable selling appeal of panelled walls to your new or remodeled construction. Send for detailed information on Weldwood Contact Cement—the new nail-less way to apply plywood panelling. Mail coupon today.

A completely new concept of gluing! Bonds instantly on contact with only roller pressure. No clamps, no presses! Ready to use. Apply it with an ordinary brush, spreader, or trowel. In cans and drums, at lumber yards, hardware and paint stores. If your dealer isn't yet stocked, write us for nearest source of supply.

New Way To Apply Micarta, etc.

Weldwood Contact Cement is also the new improved way to apply plastic laminates like Micarta—to kitchen counters, bathroom and powder room surfaces, etc. Bonds equally sure on any base.

... and for finishing panelled walls, use these 2 Wizards with Wood:



FIRZITE® WHITE FIRZITE for modern "woody" pickled or blond finishes. A "must" undercoater on fir plywood. And, for a smooth even finish on fir plywood stain jobs, tame that wild grain with CLEAR FIRZITE.

SATINLAC

For a rich, satiny natural wood finish.

See Sweet's Catalog for specifications.



*Trademark

SEPTEMBER 1954

UNITED STATES PLYWOOD CORP.
Dept. 215, 55 W. 44th St., N. Y. 36, N. Y.

- ☐ Send me information about the new Weldwood CONTACT Cement.
- ☐ Send information on FIRZITE and SATINLAC

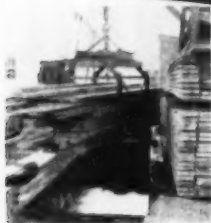
COMPANY _____

YOUR NAME _____

ADDRESS _____

CITY _____ STATE _____

For a **BIGGER PAY-OFF...** Tank-Treat with **WOODLIFE** The Original WATER REPELLENT PRESERVATIVE



Looking for a way to widen the ever-narrowing margin between cost and selling price? Then look into the profit possibilities in having your own WOODLIFE treating tank! You'll find that WOODLIFE-treated lumber brings premium prices at little cost to you—and much greater profit!

Installing and operating a WOODLIFE tank is simple and inexpensive. And once you spread the word that you're offering lumber that's tank-treated with WOODLIFE, the original water-repellent preservative, you'll find a ready, growing—and profitable—market!

And for your Consumer Customers

Attractively packaged WOODLIFE is a high-margin, off-the-shelf item that's nationally advertised to the "do-it-yourself" market! Colorful new "101 Tips" folder shows how to use WOODLIFE around the home and is FREE-in-quantities—for your counter distribution.



SEND THIS COUPON ...
or Consult Your Jobber!

Protection Products MANUFACTURING COMPANY

DEPT. A KALAMAZOO, MICHIGAN

- ☐ Send Full Information on Tank Treating With WOODLIFE
☐ Send a sample of the "101" folder

NAME

ADDRESS

CITY STATE

OUR JOBBER IS

new products

OVERHEAD DOORS AB95440

All-steel, sectional overhead type doors for commercial applications come in seven widths, from eight to 16 feet, and in 16 standard heights—every six inch increment from 6 feet, 6 inches to 14 feet.

Inclined tracks and beveled metal stops create a wedging action which keeps doors firmly seated when closed.



Seals at all section joints and a device which adjusts itself to uneven floors provide weathertight closure. Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N. Y.

PICTURE WINDOW UNITS AB95429

"Flexiview" picture units are offered in three widths (3 feet, 5 inches; 3 feet 8 inches and 4 feet, 1 inch), all in a height of 4 feet, 7 1/2 inches. Units are made with same frame members as manufacturer's "Flexivent" units and can be assembled into windowwalls by joining the two types of units, as



shown. Picture unit is a packaged unit, factory assembled and glazed, either with regular window glass or with welded double insulating window glass. Andersen Corporation, Dept. AB, Bayport, Minn.

OIL HEATER AB95404

Cast-iron "Pace-Pak" oil heating unit is delivered on the job with all equipment factory-assembled and installed. Net IBR water rating is 530 square feet. Complete unit is shipped in a crate with skid bottom for easy handling. Equipment includes flush jacket, oil burner, essential controls, wiring harness, circulator and tankless heater. An extended jacket unit can also be supplied when desired. Burnham Corp., Boiler Division, Dept. AB, 2 Main St., Irvington, N. Y.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 204

ONE COAT PLASTERING

It's easy with ... PLASTER-WELD

Plaster-Weld is the remarkable job-proved bonding agent which enables you to permanently bond gypsum, lime-putty and acoustical plaster DIRECTLY to themselves... or to most any other structurally sound surface... even glass! For complete details see your building materials supply dealer, or write us. Address Dept. 6, Larsen Products Corp., 4934 Elm St., Bethesda, Md.

TYPICAL PLASTER-WELD APPLICATION



Brandywine Apts., Washington, D. C.

One of hundreds of Plaster-Weld installations. In this case Plaster-Weld was used to bond white finish coat of plaster directly to all exposed concrete ceilings, columns, beams. Archt.: Corning and Moore; Genl. Contr.: Charles E. Smith; Plstg. Contr.: James Kane & Co.

A PLASTER-WELD BOND NEVER LETS GO!



Free Power Tool Book

60 PAGES OF POWER TOOLS and accessories for the beginner, advanced hobbyist or production shop. Portable tools, wood and metal working equipment, welders, motors, etc. Wards Powr-Kraft tools plus other famous name equipment including: Mall, Shopsmith, Beaver, Skilsaw, Stanley, Black & Decker, Logan and Westinghouse. Helpful "Buying Guides" on most major power tools plus photos showing the tools in action. It's a valuable reference book for your shop.

NEW THIS YEAR are the sensational Shopsmith Mark 5 workshop, Stanley portable router, and the most complete line of portable saws and drills we've ever offered.

Montgomery Ward

Chicago 7, Ill. • Albany 1, N. Y. • St. Paul 1, Minn.
Kansas City 23, Mo. • Portland 10, Ore.
Baltimore 32, Md. • Denver 17, Colo.
Oakland 16, Calif. • Ft. Worth 1, Tex.

MONTGOMERY WARD, Dept. WT-AB9

Please send Free Powr-Kraft Power Tool Catalog.

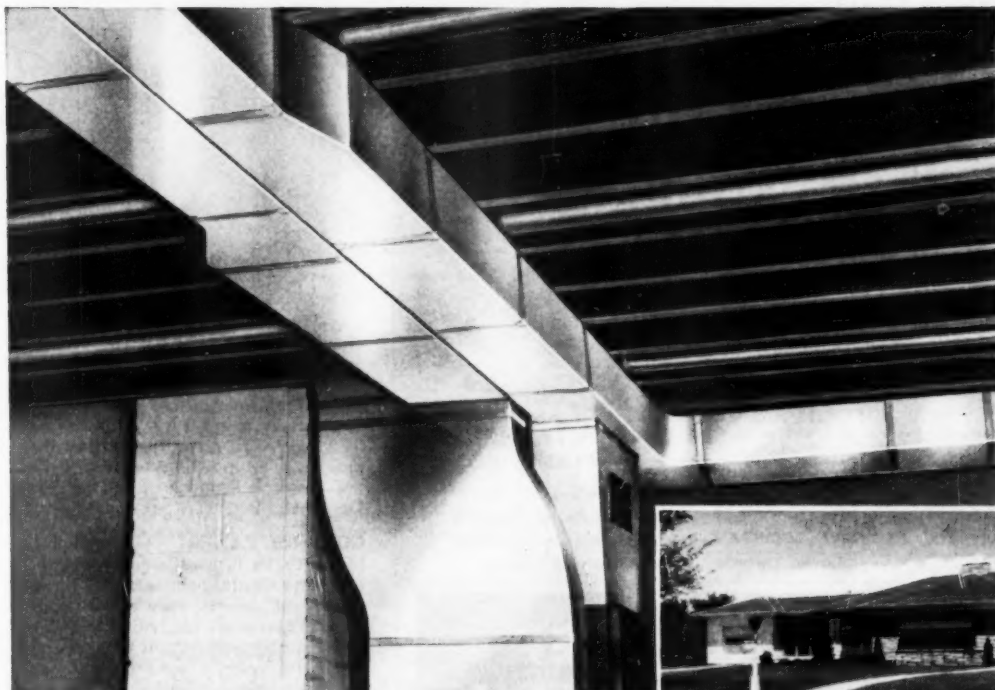
Name (Please PRINT Plainly)

Street Address
or Route and Box No.

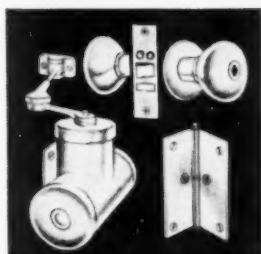
Post Office State

AMERICAN BUILDER

Build IN Efficiency... Build UP Sales Appeal...with **REYNOLDS ALUMINUM**



Aluminum flashing, gutters and downspouts are exterior signs of the modern home...with aluminum ductwork inside.



Aluminum hardware attracts by its soft white lustre. Non-staining!



Aluminum thresholds are neat, clean, long-lasting, economical.



Aluminum storm-screen doors give utmost protection — permanently.



Aluminum siding means permanent beauty. No rot, no warp.

For quick reference see Catalog **5a** in Sweet's Architectural File.
Re

Aluminum ducts in ventilating, heating and air-conditioning systems proclaim *quality* by their very appearance. This rustproof material means lowest maintenance and trouble-free efficiency...less heat loss, less power for required air flow, quieter operation. And builders know these advantages are obtained at actually *lower* installed cost.

This combination of functional superiority, beauty and lower cost is extending the preference for aluminum to more and more residential uses. Designers prefer and manufacturers favor aluminum's beauty and workability. Builders like its easier handling. And the home-buyer gets more for his money.

Standard building products designed in Reynolds Aluminum are available through your regular supply sources. For other product requirements, call the nearest Reynolds Office listed under "Aluminum" in classified telephone directories. Or write
REYNOLDS METALS COMPANY,
General Sales Office, Louisville 1, Ky.

This seal color-printed on Aluminum Foil is a new identification for products or parts "Designed in Reynolds Aluminum."



REYNOLDS ALUMINUM

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

NEW LUFKIN

WHITE-CLAD

MEZURALL TAPE RULES

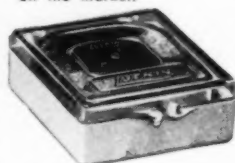
**Most Wear-Resistant
White Line Is in New
"Magic Metal"
Featherweight Case**

**98¢
6 FOOT**



**"MAGIC METAL"
CASE**

New alloy metal makes this the lightest, yet toughest and strongest die cast case on the market.

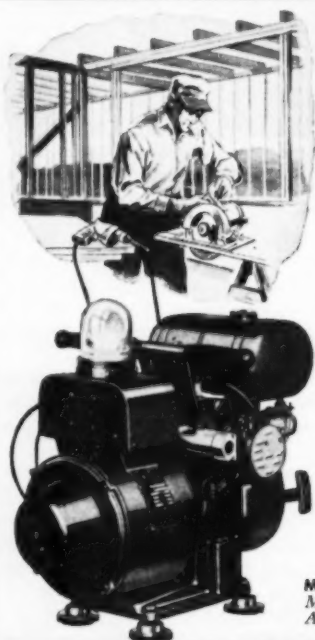


**Free "SEE THRU"
PLASTIC BOX**

Each "White-Clad" packaged in 2-color re-usable plastic box with hinged cover and snap fastener.

BUY THE **LUFKIN** "WHITE-CLAD" NOW
AT YOUR HARDWARE OR SUPPLY STORE
THE LUFKIN RULE CO., SAGINAW, MICHIGAN
New York City • Barrie, Ontario

315



**KOHLER
ELECTRIC PLANTS**

*Portable Power Anywhere,
Any Time*

Jobs move faster

Portable, low-cost model saves expense and bother of temporary power line hook-ups. Operates saws, drills, planers, grinders, pipe threaders and cutters, other tools. Develops 1500 watts AC. Engineered throughout by Kohler. Two-wheel rubber-tired hand truck available. Other sizes 500 watts to 30 KW. Write for folder 2-S.

Model 1.5M25, 1500 watts, 115 volt AC.
Manual control. Weight 130 lbs.
Also 115 volt DC weighing 101 lbs.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

new products

WINTER A-C UNIT

AB95407

This winter air conditioner is a compact "low-boy" furnace, available in five different sizes. It has a stainless steel, chromium alloy combustion



chamber with a 12-gauge heating element. It is supplied for either gas or oil with automatic operation. All controls are enclosed in the jacket.

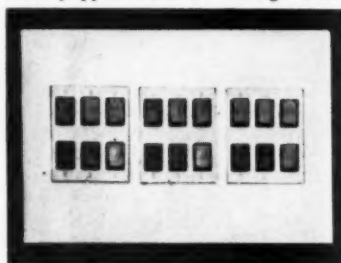
Gas-fired inputs range from 85,000 to 220,000 Btu per hour; oil-fired outputs range from 80,000 to 212,000 Btu per hour. Richmond Radiator Co., Dept. AB, Box 111, Metuchen, N. J.

CONTROL PANEL

AB95412

Model CC18 Touch-Plate Master Panel provides a central point where the home owner can see at once which house lights are on or off and individually control these lights from that point.

Control centers, usually located at the front entrance or in the garage, are equipped with low voltage touch



buttons, with individual indicator lamps glowing through them. All panels are provided with color coded leads. Touch-Plate Mfg. Corp., Dept. AB, 1766 Seabright Ave., Long Beach 13, Calif.

PLYWOOD PANELING **AB95413**

Wood paneling is now available in a modern pattern of textured plywood, called "Sea Swirl," made of select Douglas fir. A special process has been found to remove the soft growth, leaving the natural grain in swirls and contours. The 4x8-foot panels can be painted, stained, or left in natural tones. They are stated to be splinter-proof and easy to apply. Associated Plywood Mills, Inc., Dept. AB, P. O. Box 672, Eugene, Ore.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 204

AMERICAN BUILDER

4 IDEAS that give you the Biggest Plus Benefits in Building!

1. HOW TO GET WARM, DRY FLOORS

ZONOLITE® INSULATING CONCRETE

ECONOMICAL—PERMANENT— Zonolite Insulating Concrete is an inert mineral, entirely inorganic. As permanent as the earth itself—the first cost is the last cost!

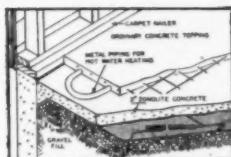
INCOMBUSTIBLE— Zonolite CAN-NOT burn.

ROTPROOF, VERMINPROOF— Not affected by moisture...dries out to original efficiency. Will not sustain animal life.

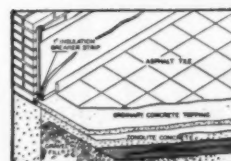
LIGHTWEIGHT— Weighs 1/5 as much as ordinary concrete or less than 2 lbs. per sq. ft. 1 in. thick.

HIGH INSULATING VALUE— Warm, dry floors for all types of on-the-ground construction. Zonolite Insulating Concrete has a rate of heat transfer equal to 16 inches of ordinary concrete!

FOR COMPLETE DETAILS, WRITE FOR BOOKLET CA-4.



Radiant Heat Pipes Over Zonolite Insulating Concrete



Zonolite Insulating Concrete used on the ground

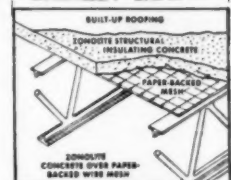
3. HOW TO GET LIGHTWEIGHT ROOF DECKS WITH BUILT-IN INSULATION

ZONOLITE® CONCRETE ROOF INSULATION

Zonolite Concrete is permanent—not affected by destructive agents that would harm less permanent materials. Zonolite weighs only 1/5 as much as ordinary concrete. It provides a fireproof, monolithic covering of insulation without joints or voids.

Zonolite Insulating Concrete may be used two ways: (1) Poured as insulation over existing roof decks of concrete, wood, metal, tile, etc. (2) As insulation and structural concrete combined, when poured on supporting forms such as paper-backed welded wire mesh, high-ribbed metal lath, etc.

FOR FURTHER DETAILS, WRITE FOR BOOKLET CA-5



Zonolite Insulating Concrete Over Paper-Backed Welded Wire Mesh

2. HOW TO INSULATE ATTIC IN 2 HOURS

ZONOLITE® INSULATING FILL



The easiest of all insulations to install...anyone on the job can insulate the average attic in as little time as 2 hours. Zonolite Insulating Fill pours directly from the bag between attic joists and sidewall studs. Flows freely and snugly around pipes, wiring and braces. Pour it, level it, leave it! 100% fireproof, rotproof, verminproof, lightweight, efficient, permanent. Cuts summer temperatures up to 15°. Saves up to 40% on winter fuel bills.

FOR COMPLETE DETAILS, WRITE FOR BOOKLET HI-20

APPROXIMATE COVERAGE OF ZONOLITE INSULATING FILL

Thickness	2"	3"	3 3/4"	4"	5"	5 1/2"
Coverage per bag in sq. ft.	26	17	14	13	10 1/2	9

4. HOW TO REMODEL QUICKLY—GET ACOUSTICAL BENEFITS, TOO!

ZONOLITE® ACOUSTICAL PLASTIC



A ready-mix fireproof acoustical plaster that requires only the addition of water. Zonolite Acoustical Plastic can be troweled over any clean, firm, water-resistant surface. Old cracked ceilings can also be covered effectively without removal or use of additional lath, provided the plaster is firm and the finish coat of plaster is not separating from the base coat. Zonolite provides up to 400% more fire protection for walls and ceilings, a noise-reduction coefficient of 0.65.

FOR FURTHER INFORMATION, WRITE FOR BOOKLET PA-5

Coefficient of sound absorption recorded for Zonolite Acoustical Plastic 1/2" thick after being painted with 2 and 4 coats of Kem-Tone.

FREQUENCY (cycles per sec.)	COEFFICIENTS	COEFFICIENTS
128	.31	.30
256	.32	.37
512	.52	.59
1024	.81	.84
2048	.88	.74
4096	.84	.65
NOISE REDUCTION Coefficient	.65	.65

Mail Coupon Today for FREE Booklets!

Use the handy coupon to get complete details and specifications how these 4 Ideas can help you. Be sure to check the

ZONOLITE booklets you would like to have...they're FREE! Mail coupon NOW!

ZONOLITE COMPANY
135 South LaSalle St., Chicago 3, Illinois

SEPTEMBER 1954

Zonolite Company, Dept. AB-94
135 S. LaSalle Street, Chicago 3, Ill.

Please rush the FREE Zonolite Booklets that I have checked below:

☐ Zonolite Insulating Concrete Booklet, CA-4

☐ Zonolite Insulating Fill Booklet, HI-20

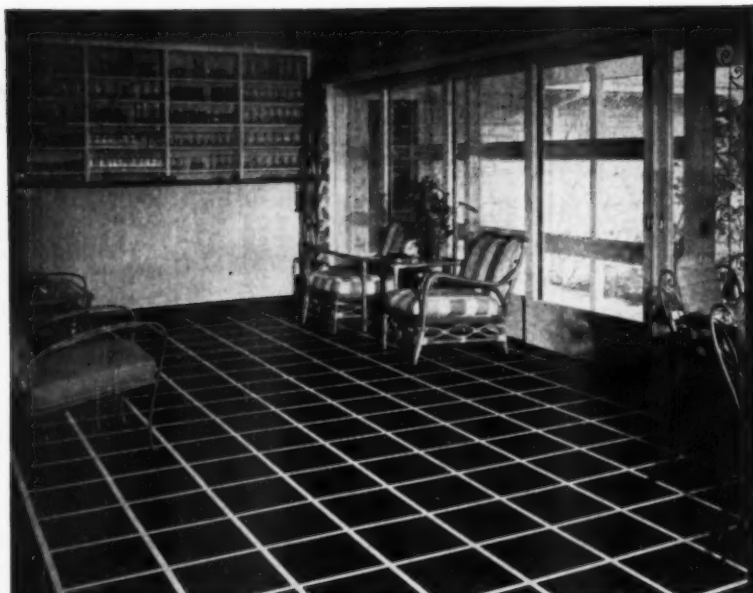
☐ Zonolite Concrete Roof Insulation Booklet, CA-5

☐ Zonolite Acoustical Plastic Booklet, PA-5

Name.....

Address.....

City..... Zone..... State.....



Lifetime Smartness



... why merchant builders
use Wright Rubber Tile

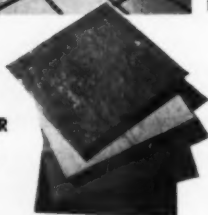
The modern beauty and serviceability of Wright Rubber Tile flooring make it as pleasing to the eye as it is to the pocket-book. And smart flooring is a mighty effective sales-maker.

Because of exceptional density, Wright resists dirt, scuffing, burns, acids, alkalis, and abrasion. It has a natural gloss that will last for decades with a minimum of care. Properly installed, Wright Rubber Tile floors are entirely trouble-free, even where there is a moisture condition. Chem-Set Cement now assures perfect on-grade installation.

Wright—America's oldest rubber tile—is still a first choice among builders everywhere. It has *proven* its value.

Send today for samples, together with installation details, specifications, and the name of your nearest distributor.

WRIGHTEX
WRIGHTFLO
VINYL TILE
ECONOTILE



see our catalog in
ARCHITECTURAL
FILE
or write for copy

WRIGHT RUBBER TILE

The 100-Year Floor!

WRIGHT MANUFACTURING CO.
5203 POST OAK RD. - HOUSTON, TEXAS

new products

.....

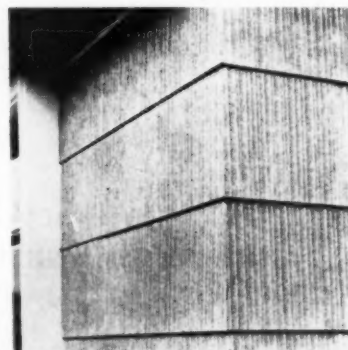
HIGH-SPEED STAPLER AB95414

Automatic air-operated stapler is designed for interior nailing and roofing applications in large tract and mass production residential building. Due to its lightweight, aluminum design, large staple capacity and driving ability, the tool is claimed to be applicable to plywood cabinet construction, metal-lath, rock-lath and wallboard application, subflooring and roofing nailing operations.

Tool can be used with most woods. It will drive staples up to 1 1/4-inch in length. Three models are available for use with different staple sizes. California Wire Products Co., Inc., Dept. AB, 326 N. E. Third Ave. Visalia, Calif.

SIDING SHINGLE AB95416

King-size exterior siding shingle, "Colorbestos," is available in a choice of four colors. Dimensions are 32x14 5/8 inches. The design is a striated pattern, suggesting a deep texture, although actually the shingles are smooth. One



shingle spans two 16-inch stud spaces and has three prepunched face nail holes arranged for direct nailing into studs, permitting fast application.

Using a one-inch headlap, shingles provide a 13 5/8-inch exposure and each course is an unbroken sweep, since vertical joints and nail heads are made inconspicuous by the ribbed pattern. Siding is fireproof, weather resistant and water repellent. Johns-Manville, Dept. AB, 22 E. 40th St., New York 16, N. Y.

BUILDERS HARDWARE AB95436

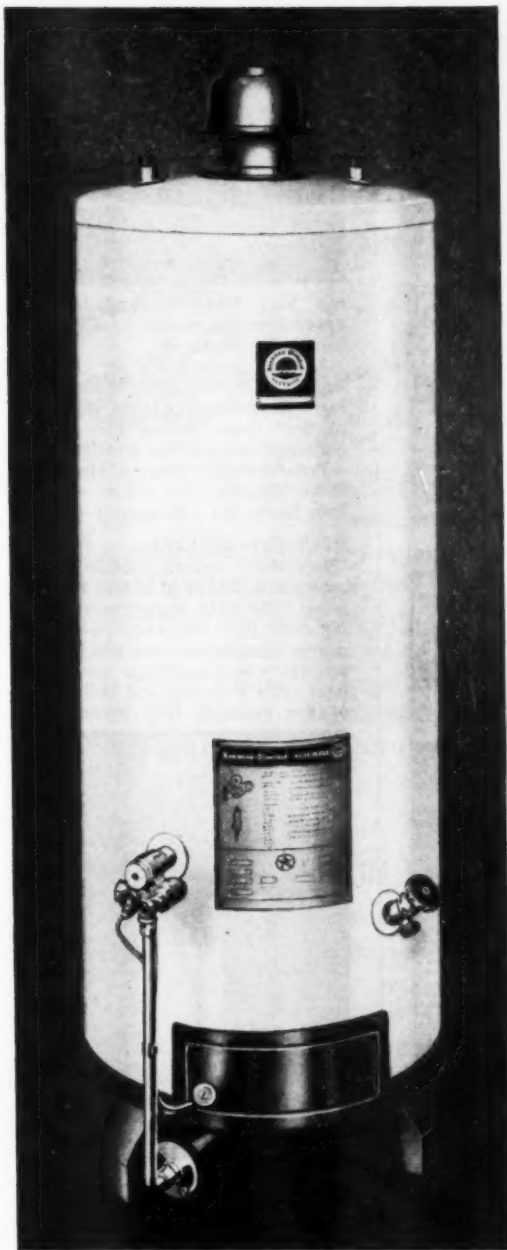
Locks and combination pulls for sliding pocket doors are available in four sizes: passage set, for doors where no locking is required; privacy lock for bedroom and bath, with turnbutton, one side with emergency release; privacy lock for exterior doors with turnbutton one side and inside safety plate (no emergency release); privacy lock for connecting rooms, with turnbutton both sides. All locks are reversible, fitting right and left handed doors from 1 3/8- to 1 3/4-inches thick. Western Lock Mfg. Co., Dept. AB, 211 N. Madison Ave., Los Angeles 4, Calif.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 204

AMERICAN BUILDER

Introducing... **THE NEW**

American-Standard Gas-Fired Water Heater that will put more "sell" into the homes you build

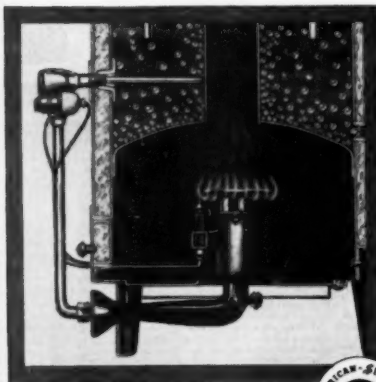


THIS new American-Standard Gas-Fired Water Heater has really got what it takes to build customer confidence—to sell more homes. Available in three popular sizes—20, 30 and 40 gallons—it combines quality construction and precision engineering with moderate price and operating economy.

Note all these modern design features . . .

- ★ new fuel-saving burner . . . burns any type of gas efficiently
- ★ fully automatic Minneapolis-Honeywell controls
- ★ rapid heating, quick hot water recovery
- ★ heavy galvanized steel tank . . . hydrostatically tested at 355 pounds
- ★ compact unit . . . takes up minimum of space
- ★ glistening, durable white baked enamel finish with gray trim
- ★ domed jacket top . . . easy to keep clean
- ★ heavy gauge steel jacket insulated with fiberglass
- ★ available with magnesium anode . . . to prolong the life of the tank

The new American-Standard Gas-Fired Water Heater can be counted upon to give years of service. This A.G.A. approved water heater undergoes rigid factory inspection and the tank, burner, safety pilot, and thermostat are factory tested to assure dependable operation.



The American-Standard Water Heater burner is designed to heat water quickly and efficiently with any type gas. This single-port, upshot-type burner holds fuel costs to a minimum by getting the most out of the fuel burned. It's quiet operating, too.



AMERICAN-Standard

American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS

SEPTEMBER 1954

201



Nova

GLASS-LOUVERED JALOUSIES

for windows and doors WEATHER-SEALED... EASILY INSTALLED

At last, a practical, glass-louvered jalousie for installation in any climate. A room with Nova Jalousies is light and airy in the Summer—warm and weather-tight in the Winter. A porch, enclosed with Nova Jalousies, becomes livable all year around—at no sacrifice to Summer ventilation. A Nova Jalousie set into a door affords an additional source of ventilation—even through a locked door. Interchangeable screen and storm sash eliminate the need for any secondary door.

Here is full ventilation—up to 100% of the opening—even during the rain! Exclusive design features keep out the rain—admit rain-cooled air. In the Winter—Vinyl weatherstripping at the head and sill—and an exclusive interlocking operator bar sealing the jamb—combine to provide a superior seal against cold and gales. All year around—you have the protection of 7/32" glass over much thinner standard window glass.

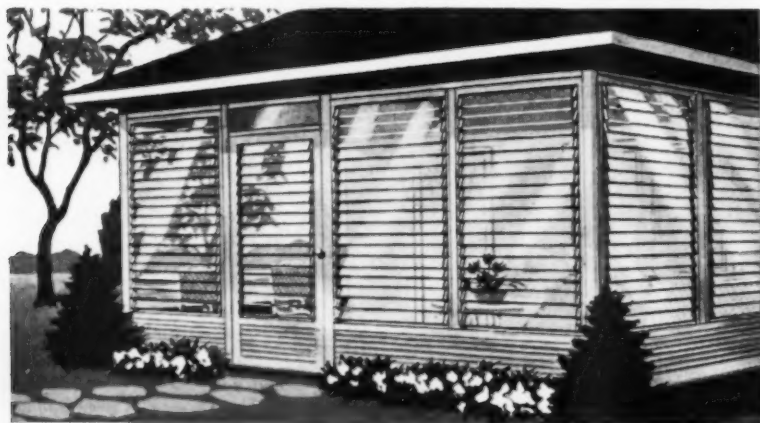
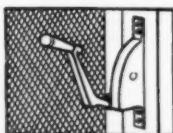
Louvers—7/32" thick by 4" deep—are provided clear or obscure at the same price.

Tinted, heat-absorbing glass is optional at slight additional cost. Louvers may be quickly and easily installed on the job by unskilled labor. A patented stainless steel wedge permits glazing without bending the glass clip.

The Nova Jalousie—in sizes up to 41" wide; 97 1/4" high—is designed for installation in any door or window opening with cost and labor at a minimum. Jalousies are shipped KD—and assembled with only eight screws. May we send you illustrated literature? Please address your inquiry to Department 90.

FOR ADDED PROTECTION ON PORCH ENCLOSURES, use weatherproof, crackproof Homasote—Standard, Striated or Wood-textured—for sheathing and finishing inside or out.

Worm gear operator locks in any position.



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new products

FOLDING DOOR

AB95426

Fabric-covered folding door, "Fol-Bak," is available in three sizes (2 feet, 8 inches, 3 or 4 feet wide by 6 feet, 8 1/2 inches high) and in three colors. Door has optional latch and cornice



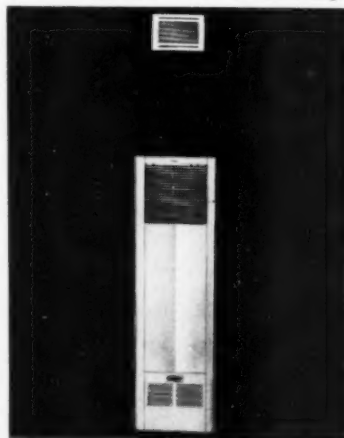
top. Vinyl fabrics have cloth-textured appearance, are washable, and said not to chip or crack.

Unit is recommended for closet and wardrobe use. It fits within door frame, saves an average of seven square feet of floor space around door opening. Non-rigid construction permits door to withstand rough treatment. Holcomb & Hoke Mfg. Co., Inc., Dept. AB, 1545 Van Buren St., Indianapolis 7, Ind.

RECESSED HEATER

AB95435

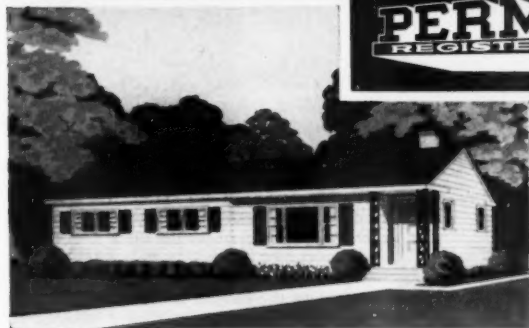
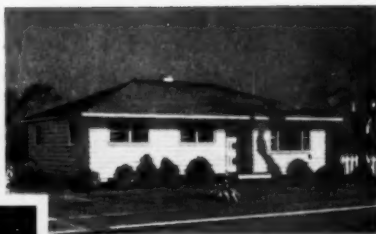
"NarroWall" vented recessed heater, available in 25,000 to 57,000 Btu input, meets 1954 AGA requirements, including more rigid fire-hazard test and improved installation. Unit has improved secondary heat exchanger which circulates extra warm air and saves in cost of flue material. New burner design



assures combustion of all gases at all times. Burner and control assemblies are factory tested under full operating conditions before shipment. Holly Mfg. Co., Dept. AB, 875 S. Arroyo Parkway, Pasadena 2, Calif.

♦ FOR MORE INFORMATION
USE COUPON, PAGE 204

AMERICAN BUILDER



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new products

EXTERIOR SIDING AB95408

Called "Aluma-Shake," this exterior siding material is made in 48-inch, one-piece panels; it has an aluminum face which is stamped to give the appearance of a wood-grained shingle, then is covered with a range of baked-on colors. Installation time is stated to be one-third that of other sidings.

The material is non-breakable, weather- and water-proof, fire retardant, rust- and vermin-proof. Insulating qualities are said to be high, as the material is produced with a 5/16-inch Insulite backing board. No separate



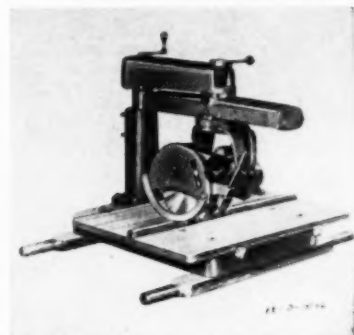
undercourse is required. The Badgley Corp., Dept. AB, 253 Summit Highway, Rockville Centre, N. Y.

PLIABLE VENEER AB95420

Decorative, pliable hardwood veneer, called "Randomwood," is applied to home or institution walls in a similar manner to wall paper. Varlar Paste has been successfully used in applying it, manufacturers say. Veneer requires no moldings to cover joints. It can be used to cover curved surfaces, pedestals and ceiling beams. Even acute angles are said to offer no application problem. Veneer is 1/85-inch thick, laminated to a cotton backing. Eight wood patterns are available. Sheets are 15 inches wide and come in eight and ten foot lengths. United States Plywood Corp., Dept. AB, 55 W. 44th St., New York 36, N. Y.

RADIAL SAW AB95438

Portable 10-inch radial saw, designed to pass through an ordinary doorway, may be carried into buildings under



construction. It is reported to perform all basic cuts; it will cross-cut a full 16 inches in one-inch stock and rip to the center of a 48 inch panel. One-piece retractable blade guard does not fold in the middle and has no protruding parts. Saw has exclusive 360-degree radial action, making possible a wide variety of cutting, routing and ripping operations. Rockwell Mfg. Co., Delta Power Tool Div., Dept. AB, 400 N. Lexington Ave., Pittsburgh 8, Pa.

LIGHTING FIXTURES AB95434

Designed with low ceilings and small rooms in mind, these fixtures look built-in when installed. They are recommended for such areas as dressing rooms, bath rooms, small bedrooms or hallways. Fixtures are made of Petrasone, a composition material that is



strengthened by an iron framework and impregnated with fibers. They may be painted to match or contrast with the ceiling or to coordinate with any color scheme. Both round and rectangular models are surrounded by sculptured collar. Lightolier, Inc., Dept. AB, 346 Claremont Ave., Jersey City 5, N. J.

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and DAMPNES!**



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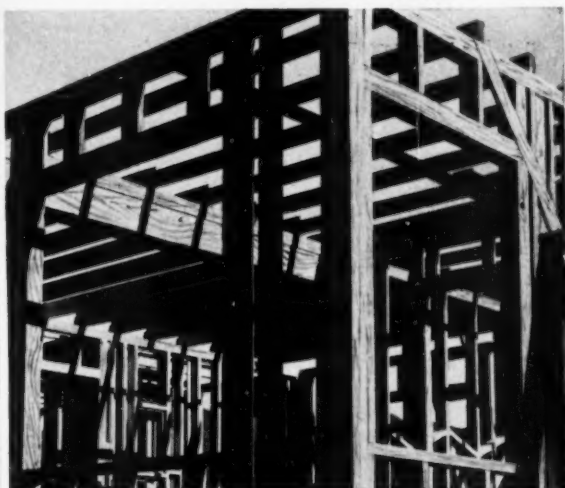
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of gas unit heater applications

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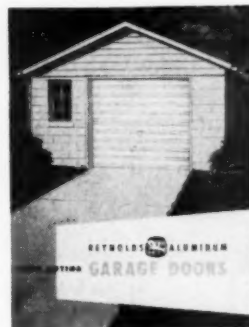
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Catalogs—

and Manufacturers Literature

536—GARAGE DOORS—

aluminum, self-lifting units need only six inches head room, open inward but require only six inches clearance; doors weatherstripped at sides and bottom; torsion spring eliminates lifting, making doors easy to open and close in any weather. Complete data and installation information included in this four-page illustrated folder. Reynolds Metals Co., Building Products Div., Dept. AB, 2000 S. Ninth St., Louisville 1, Ky.



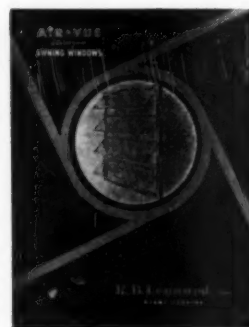
537 — WALL PANELS —

"Helpful Installation Instructions" is the name of this four-page folder, useful to contractors, giving step-by-step procedure to follow in installing manufacturer's product. Line drawings accompany descriptive text, facilitating procedure, from establishing level line, determining starting point, cutting panels to caulking channels. A and F Tileboard Co., Inc., Dept. AB, Alexandria, La.



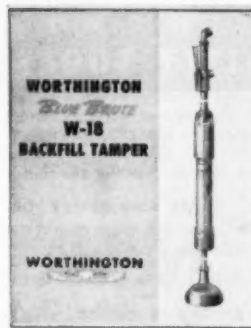
538—AWNING WINDOWS—

construction details, including operator, hardware, surface finish and glazing for these weatherstripped units with pivot hinged vents are given in eight-page catalog. Size schedule for standard and modular widths, glass sizes and installation data for wood frame, concrete masonry and brick veneer on block included. Typical installation photographs show uses. R. B. Leonard, Inc., Dept. AB, 5775 N. W. 37th Ave., Miami, Fla.



539 — BACKFILL TAMPERS—

two new models described in four-page bulletin; features include smooth exteriors, free from projections likely to interfere with operator; positive acting disc valve providing consistent action; built-in lubricator with large capacity oil supply. Lower air consumption and low maintenance costs are claimed for these tools. Installation pictures show various uses. Worthington Corporation, Dept. AB, Harrison, N. J.



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AMERICAN BUILDER



Star drilling in concrete for installation of electrical conduit and equipment. Also for breaking through walls and floors for duct work, pipe and fuel line installations.



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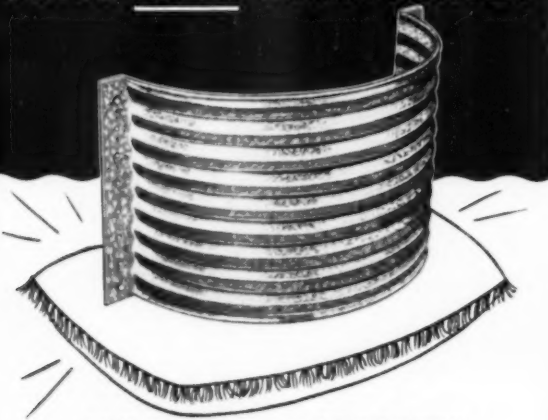


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OF BETTER BUILDING**

Custom DELUXE QUALITY

One of the proofs you can give of quality building is to use USF Custom Deluxe Quality Window Wells. They are made of heavy gauge steel, deep corrugated with a full turned reinforcing bead to add strength across entire top. Flat mounting flanges hug masonry tight. Extra heavy bright galvanize finish gives maximum reflectance and longest service.



FINEST LOW COST WELL MADE

For absolute best quality at economy prices, use the USF Standard Window Well—one standard size for most openings. Heavy gauge steel, completely corrugated (not just ribbed) with flat crimped reinforcing bead and wide mounting flanges. Extra bright galvanized but still low, low priced.



**See Your
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Catalogs

540—INTERIOR PAINT—made for professional painters, new opalescent finish called Opal-Glo contains an aluminum ingredient which gives light reflectance suggesting third-dimensional depth. Offered in seven colors, it is designed for application on walls and woodwork. Paint diffuses reflections uniformly, avoiding metallic glare. Product can be applied over plaster, wall-board, woodwork. The Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., Cleveland 11, Ohio.



541 — SHARPENING STONES — complete line illustrated and described in full-color catalog in two sections—Individual Stones and Stones with Display—as an aid to selection. First section covers over 500 shapes, sizes and specifications of oilstones; second section includes knife sharpeners, rubbing bricks, pocket stones and similar items. Comprehensive index and all specifications included. Behr-Manning Corp., Dept. AB, Troy, N. Y.



542—SUMP PUMPS—20-page bulletin contains information for selecting any of more than 4,000 pump models in line. After determining desired g.p.m. and total head, easy selection charts indicate proper model. Complete dimensions and outline drawings included. Capacities range from 10 to 2,600 g.p.m., with heads from 20 to 300 feet. Byron Jackson Co., Dept. AB, Box 2017, Terminal Annex, Los Angeles 54, Calif.



543 — KITCHEN CABINETS—16-page catalog in full color presents company line of kitchen cabinet and drawer units designed to fit individual needs. Basic kitchen plans—L- and U-shape, one- and two-wall—are diagrammed. Illustrations and descriptions of 18 cabinet units, 19 accessories are included. Dimensional drawings of all units are shown. Cabinets have eight natural wood or a variety of color finishes. Wood-Metal Industries, Inc., Dept. AB, Kreamer, Pa.



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AMERICAN BUILDER



REMINGTON STUD DRIVER saves up to 80% on fastening costs....lets you bid lower!

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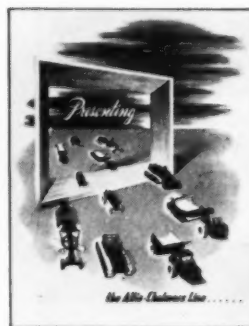
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Catalogs

544—FABRICATED METAL—highly workable ferrous or non-ferrous, solid or perforated metal is available in sheet and strip in standard and special patterns for a variety of uses; 16-page catalog presents many architectural and industrial applications. Metal has high rigidity and impact resistance, buckling and tensile strength; offers non-skid, heat-transfer and acoustical properties. Rigidized Metals Corp., Dept. AB, 658 Ohio St., Buffalo 3, N.Y.



546—AWNING WINDOWS—modular awning type panel windows have sponge rubber seal coated with neoprene, reinforced with steel; units said to insure year-round comfort and eliminate need for storm sash and screens. Basic units and typical combinations shown in four-page folder. Suggested groupings shown for different rooms. Installation in frame and brick veneer construction shown. Builders Products, Inc., Dept. AB, Box 374, Station D, Cleveland 27, Ohio.



545 — EARTH-MOVING EQUIPMENT—complete line of industrial equipment is pictorially described in this 36-page catalog. Data given on the HD-15 crawler-tractor, now available with either standard transmission or hydraulic torque converter drives. Described also are wheel tractors, motor graders, motor scrapers, wagons and pull-type scrapers. Selection of allied equipment and attachments also discussed. Allis-Chalmers Mfg. Co., Tractor Div., Dept. AB, Milwaukee 1, Wis.



547—FLOOR COVERING—rubber, vinyl or asphalt tile for different types of underfloor—below, on or above grade—are discussed in 12-page catalog. Care and maintenance of coverings given. Information helps builders select proper floor covering for different floor types, since varying factors determine correct flooring material. Congoleum-Nairn, Inc., Dept. AB, Kearny, N.J.

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AMERICAN BUILDER

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Bee Gee windows spotlighted in a brilliant full-color two page spread...in one of the best-read features in the strongest merchandising magazine in the country. Many thousands of

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people will send for SHOW-HOUSE plans, for SHOW-HOUSE literature. The Bee Gee quality story will go to a large number of your own potential customers, included in the tremendous Post readership. Here's how this vast pre-sold audience works for you.

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"Window-styling" with Bee Gee windows makes every home a model home! Over 170 styles and sizes of modern all-wood casement, picture and corner picture windows—for every kind of interior, every type of construction. Every Bee Gee window is a completely assembled unit, with glass, screen and all hardware applied at the factory. Ready for quick and easy installation!

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Akron 1, Ohio

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Bee Gee quality and style advantages, Bee Gee installation economies, and Bee Gee's hard-hitting consumer promotion mean dealers do more window volume, builders find it easier to sell both completed houses and remodeling jobs. Bee Gee's heavy promotion in national newspaper advertising and in news-stand home service magazines as well as in The Saturday Evening Post is building a "consumer franchise", a national demand of which alert dealers and builders alike are quick to take advantage.

BROWN-GRAVES CO.

Dept. AB-110, Akron 1, Ohio

Please send my FREE Bee Gee Window Catalog with complete data and specifications.

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builds "top value" in- to Westgate Park with STANDARD COT- TON FOIL INSULA- TION

Away back when Gerholz started to build he decided never to compromise with quality. After thoroughly investigating, he selected Standard Cotton Insulation. He continues to use it now to meet the high standard Gerholz houses demand.



7 Vital Facts about Standard Cotton Insulation.

- Nature's product
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- Won't settle
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- Cleaner
- Guards against vermin
- Absorbs less heat

Lastingly Flame-Resistant

Place a sample of Cotton insulation under the concentrated fire of a blow torch—It neither flames nor melts.

WARREN FIBRE PRODUCTS CO.

Distributors
14290 Meyers Road
Detroit 27, Michigan

court sustains right to act against owners of unsafe buildings

By John F. McCarthy
Attorney at Law



The Superior Court of Cook County Illinois has just sustained the validity of a recent enactment of the General Assembly of the State of Illinois authorizing the courts to enter mandatory injunctions requiring owners to put their properties in compliance with the various municipal building, fire, health and sanitation ordinances. This decision, it is thought, opens the way to the use of a new and powerful sanction in the fight against the spread of blight in our cities.

The City of Chicago, like many other municipalities, has numerous ordinances relating to buildings and their safety and sanitation. These ordinances provide for small fines in the event of violations. Many owners of properties in slum or conservation areas have failed to maintain their buildings. They have regarded small fines as exemptions from punishment.

About 18 months ago, the commissioner of buildings of the city of Chicago complained of the need for further powers for the enforcement of city ordinances. With the cooperation of the Chicago Metropolitan Home Builders Association and the Chicago Real Estate Board, the law recently upheld, was passed.

The Statute in question provides that if the appropriate official of any municipality shall determine that any building or structure fails to conform to the minimum standards of health and safety, he shall give due notice of that fact to the owner thereof. The act further provides that if the owner shall fail to cause such property to conform, any court of competent jurisdiction may enter an injunction requiring compliance with the applicable municipal ordinances. The Statute says that the hearing on any such suit

shall be given precedence over all other cases before the court.

The case in which this Statute was tested and upheld involved a large seven-story building in one of the slum areas of the city of Chicago. The building originally contained large apartments. These, however, had been cut up into small units which were rented and occupied by numerous tenants who shared kitchens and baths. The City alleged that the building was structurally weak and that the floors, walls and plumbing were defective and in bad repair. The city also complained about the failure to remove garbage and refuse, and the presence of rats.

The judge had no difficulty with the proposition that the state, in the exercise of its power for the welfare of its citizens, was not limited to authorizing the courts to fine owners who failed to comply with the municipal ordinances. The judge was of the opinion that the state could proceed further and authorize the courts to enter mandatory injunctions requiring compliance. Failure to obey the injunction, of course, would constitute a contempt of court, punishable as such. In the particular case, the court entered an injunction requiring the owner to immediately correct structural defects, to repair floors, plaster and plumbing, to dispose of garbage regularly and to rid the premises of rats. It required the installation of an interior standpipe system and fire doors with automatic closers as a protection against fire. It also ordered the owner to revert the building to the larger apartments.

The owner of the property has indicated that he will comply with the directives in the injunction. Thus the Statute has proved effective, and is off to an auspicious start.



With a Homelite on the Job

Work speeds up . . . costs go down . . . always! Because a lightweight, carryable Homelite gives you instant, efficient power any place you need it . . . power for operating every type of electric tool or bright, flickerless floodlighting. Here, for example, a Homelite gasoline engine driven Dual Purpose generator, operates a standard universal power saw and a one man high cycle concrete vibrator *both at the same time*. Write for complete bulletin showing many ways to cut time and costs with Homelite Carryable Generators.

HOMELITE CORPORATION

509 RIVERDALE AVENUE • PORT CHESTER, N. Y.



Announcing

THE MULLER POWER TROWEL



**-- a sure
money-
maker**

One man with a Muller Power Trowel does more and better work than several men troweling by hand. Two sizes—29" diameter, 1½ HP; and 34", 2½ HP Briggs & Stratton Engines. Stationary guide ring eliminates hand troweling when finishing along a baseboard. Unique V-Belt Clutch allows operator to control blade movement. Engine speed regulated by governor control on handle. Main spindle shaft Timken Bearing equipped to resist thrust—double seals preventing oil leakage. Blades quickly interchangeable for float or finishing. Reduction from engine through steel heat-treated and ground worm and bronze worm wheel running in oil.

Send for information folder, prices,
and name of local dealer.



MULLER MACHINERY COMPANY, Inc.

Metuchen 4, N. J.

Cable Address MULMIX



**a McKEE
Door...**

**on the garage
puts more sell
into the home!**

McKee Overdoors have the features that not only sell architects and builders, they help sell homes. No other Overdoor line offers greater beauty, functionality, or versatility for the building dollar. Write today for the name of the McKee distributor nearest you!

Free Catalog...

Write for FREE literature on McKee Overdoors. Also, see FILE 15i/Mc in Sweet's Architectural File.

**McKee Door
Company**

MAIN OFFICE AND FACTORY
110 HANKS AVE. • AURORA, ILLINOIS

SOME DISTRIBUTORSHIPS AVAILABLE

**Electronic
Serviceman**

Find out about Radio-
Controlled operation—
a McKee feature.

how to add heat to a remodeled porch or attic

The remodeling of attics and porches is a growing business that keeps many builders busy. One of the knottiest problems, the installation of additional heating, has been simplified by the development of new types of heat and new types of equipment. Among these is the electric glass panel unit which comes in such a variety of shapes it can be installed in ceiling, baseboard, under windows, or in walls. The pictures below illustrate various ways this type of heating may be added to porches and attics without running in new pipes or ducts.



PUT IN CEILING—radiant glass panels are here placed in the ceiling of an enclosed porch. They are easily installed by surface mounting, are insulated so that the heat does not escape through ceiling above. Controlled by a wall thermostat, the ceiling panels store and emit radiant heat with efficient operation



IN GIRL'S ROOM—Here the radiant heat unit with individual thermostat is installed under the window of a remodeled attic room. A new combination of radiant heating panel with air conditioning unit makes it possible to cool attic room as well with one installation

AMERICAN BUILDER



UNDER WINDOW—Combination boys' bedroom or hobby room for father and son was built in attic with heating unit installed under window, wired into regular 110 volt circuit. Ceiling is insulated, finished in decorative panels



UNDER WINDOW WALL—Here a porch has been transformed into a glass-walled extra room. Twin heating units are placed under the glass window wall, occupying little usable space. Each radiant panel is complete unit in itself, eliminates need for running ducts or pipes

Photos courtesy Electriglas Corporation



INSTALL IN BASEBOARD—Long, narrow unit is placed under low slope attic ceiling, provides radiant heat in areas otherwise hard to reach. Eliminates need for placing additional load on present heating plant. Units are controlled by wall mounted automatic thermostat

SEPTEMBER 1954



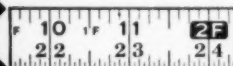
Evans King-Size 10-ft. Steel Tape STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full $\frac{3}{4}$ ") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

*it's marked so you don't have to figure!
no other tape is marked this Evans way.*

This Edge—marked in feet and inches with foot markings at every inch

This Edge—marked in inches from 1" to 120"



Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape Is the Top 10-ft.

Tape Value at only **\$2.39** at hardware stores everywhere in U.S.A.

another EVANS value— THE ONLY 12-FOOT POCKET WHITE-TAPE

Standard blade
 $\frac{1}{2}$ " wide

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.



This L-O-N-G-E-R
Pocket White-Tape only **\$1.89**
at your hardware store.

Evans & CO.

400 Trumbull Street, Elizabeth, N. J., U. S. A.

Makers of Evans "Long Tapes"—25-50-75-100 ft and Evans 6-ft. Folding Rules

2677

215

GERHOLZ



Robert P. Gerholz
President, Gerholz
Community Homes Inc.
Flint, Michigan

Says . .

"At Westgate Park development, we find that it's most profitable to use only highest quality, reputable building supplies. That's why we are proud to install

Handley-Brown Imperial Speedmaster water heaters in every Westgate home."

Why don't you get all the facts about America's quality water heaters to give your homes extra selling appeal to the discriminating buyer.

HANDLEY-BROWN

IMPERIAL SPEEDMASTER

The Sales Appeal Line

- Fast Recovery
- Abundant Hot Water . . . 20, 30 or 40 Gallon Sizes
- Trouble-Free Hot Water Service
- Dependable, Exclusive Gas Equipment Manufacturer . . . Over 28 Years Experience
- Quality Construction, Finest Materials
- Beautiful, Functional Design
- AGA Approved



HANDLEY-BROWN HEATER CO.

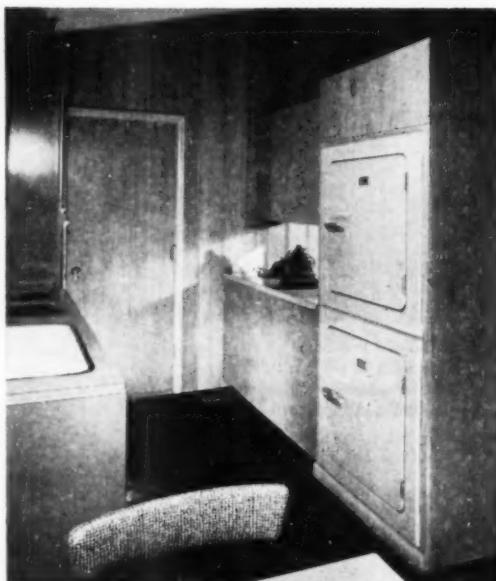
JACKSON

MICHIGAN

Manufacturers of:

GAS

STORAGE WATER HEATERS
CONVERSION BURNERS
METER BOXES
POLY-TROL SAFETY DEVICES



Combined with a work counter and cabinets, this vertical installation forms an attractive room divider for a home with open planning, vaulted ceiling

refrigerator-freezer combination offers built-in flexibility

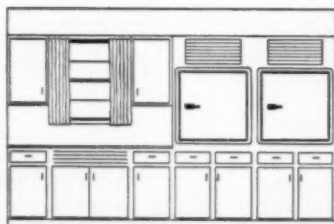
Refrigerator and freezer units that can be built in as vertical or horizontal combinations, or on opposite sides of the kitchen, have been introduced by Revco, Inc., of Deerfield, Michigan.

The dual package consists of an 8.3 cubic-foot automatic defrost refrigerator and a 6.3 cubic-foot freezer. Both appliances, when mounted vertically and including the cabinet, occupy a floor area of only 2x3 feet. Right or left hand doors are finished in stainless steel, or in buttercup yellow, which may be repainted to match or complement kitchen walls. Approximate installation cost for the refrigerator is \$329.20, and for the freezer, \$319.80.

This contribution to built-in residential refrigeration was developed, says the manufacturer, to meet the modern homemaker's demand for clutter-free, functional kitchens, and to inspire new ideas in kitchen planning and design.

(Continued on page 218)

Flanked by cabinets, this vertical combination has been installed snug against the wall and ceiling. Grille at top serves as vent for cooling mechanism. Bottom sketch shows typical horizontal installation



AMERICAN BUILDER

**Just add
water . . .
and mix !**



**Better plaster jobs every time
with "one package" GYP SOLITE !**

Gold Bond Gypsolite gives you finer interior plastering results because *it takes the guesswork out of mixing*. Just add water—nothing else. You get uniform, high quality basecoats with moderate suction for better finish coats, every time. The secret is in the mill-proportioning! "One Package" Gypsolite is an accurately measured mixture of Gold Bond Gypsum Plaster and quality graded perlite. Eliminates sand hauling...speeds up the job.

Lightweight Gypsolite cuts total plaster weight by more than 50%...reduces dead load on structure and framing members. Gives your houses added benefits in extra insulation and fire resistance.

Ask your plastering contractor to use Gold Bond Gypsolite on your next job. He'll find it not only saves mixing time, but is easier to work...and costs no more than job-mixed lightweight aggregates.

Remember, everything goes right with Gypsolite!

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

**Build better with
Gold Bond®**

... LATH AND PLASTER



Gypsolite



Fibered Plaster



Gauging Plaster



Finish Lime



Gypsum Lath



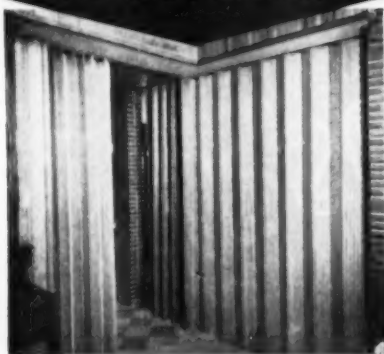
Metal Lath



Lathing Accessories

Veni-Flex

WOVEN WOOD SLAT
FOLDING DOORS & ROOM DIVIDERS



new! ROL-TRAK HARDWARE NO MORE "BALKY" DOORS!



You're on the right track to bring sales rolling in when you use the sensational new Veni-Flex door with revolutionary "Rol-Trak" hardware!

Machined brass-bearing rollers operate with wonderful new smoothness in heavy oval track. No more "balky" doors! No other door of this type can compare with Veni-Flex for ease of operation . . . years of trouble-free service . . . and attractive appearance. Write today for name of your nearest distributor . . . find out how this unique "Rol-Trak" hardware can sell houses for you!

And inquire about the new low-cost ECONO-FLEX door, too — ideal for projects, commercial or industrial installations. Same high-quality "Rol-Trak" hardware, but with sliced rather than sawed basswood slats.

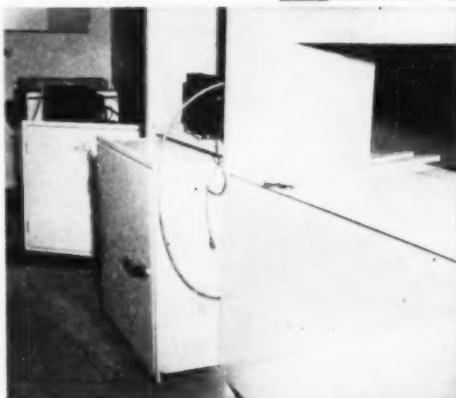
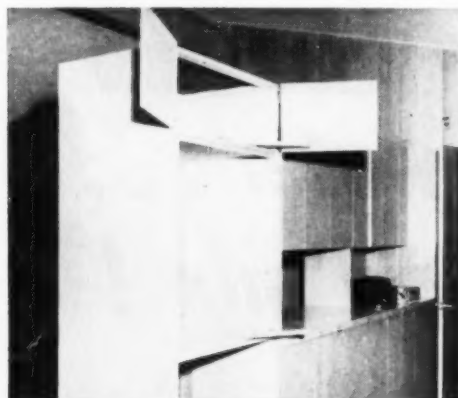


**CONSOLIDATED
GENERAL PRODUCTS, INC.**

24th and Nicholson Houston 8, Texas

refrigerator-freezer combination *(Continued from page 216)*

Cabinets can be prefabricated (see details of cabinet construction on subsequent page), then built into the kitchen as desired. Mullions from center and top shelves have been removed to permit easy insertion of refrigeration, freezer and cooling units



At left, freezer unit has been slid part way into position; refrigeration lines that connect with the compressor are clearly visible. Compressor can be seen on refrigeration shelf

While one man guides the refrigeration line, the second man is setting the compressor unit into the right hand position of top shelf. Right hand corner of compressor cabinet has a double outlet plug (not in view) where the refrigerator and freezer 110-volt electrical connections can be made



Refrigerator is slipped into second shelf, and man kneeling holds it while the other slides the refrigerator compressor into position. Next step is positioning of lines in notches at corner of shelf. Note that mullion above bottom freezer unit has been re-applied to the plywood shelf. This is done before the lower unit is pushed all the way home

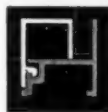
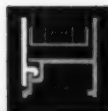
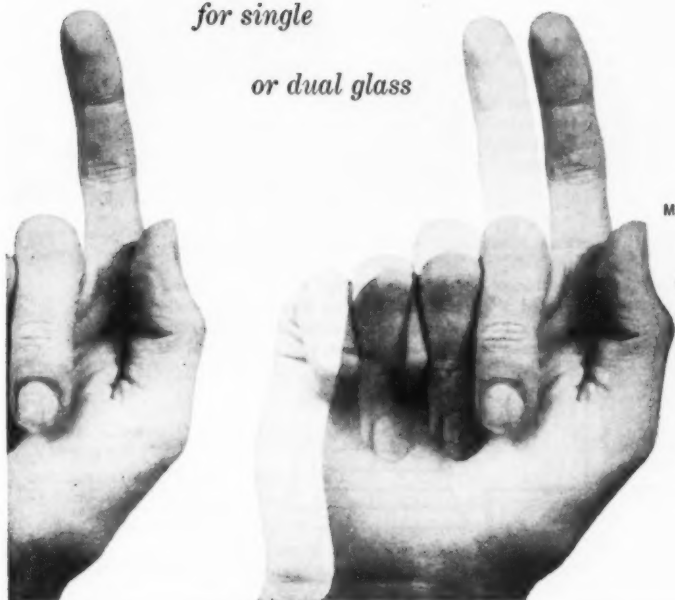
(Continued on page 220)

new aluminum framed sliding glass door

uses interchangeable glazing mold

for single

or dual glass



same frame uses either mold



Miller's new aluminum frame

accommodates either glass —

or converts at any time without disturbing framing installation.

This exclusive feature (and others such as the

channel-type mohair pile weatherstrip) offers

many benefits. Write for tracing sheets, new

literature and name of Distributor in your area

Miller STEEL FRAMED

sliding glass doors also available

FRANK B. MILLER MFG. CO., INC.

3216 Valhalla Drive, Burbank, Calif



Weather-Tite SASH LOCK



Does Everything!

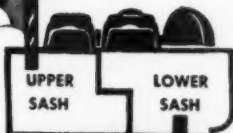
- Stops wind — drafts
- Draws meeting rails tightly together
- Locks sash securely

Has Everything!

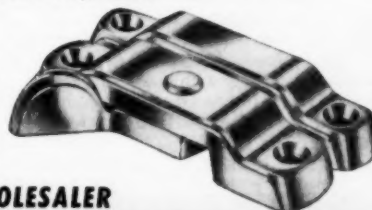
- Beauty of design
- Low smooth silhouette
- Complements today's architectural styling
- Ease of positive operation

An Exclusive!

Unique design of strike makes it necessary to completely unlock IVES Weather-Tite before window can be opened. No projecting parts to gouge and damage upper sash!



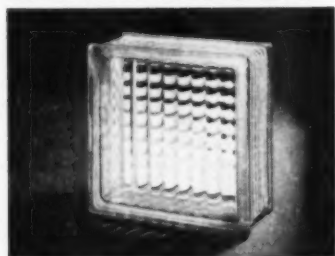
Made in Cast Brass —
Bronze — Permanent
Molded Aluminum



ORDER from Your WHOLESALER

THE H. B. IVES COMPANY, NEW HAVEN, CONN.

OWENS-ILLINOIS GLASS BLOCK *



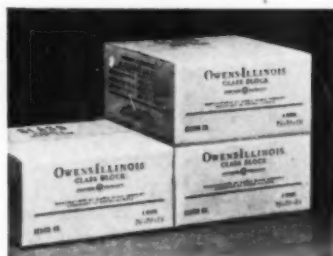
BEAUTIFY

What woman wouldn't love a kitchen like the one shown below—a kitchen that's flooded with daylight yet easy to keep spic-and-span? You can build these desired selling features into the kitchens of your homes by including panels of Owens-Illinois Glass Block No. 316.



INSULATE

A panel of glass block has the insulating efficiency of an 8-inch thick brick wall. The panel won't frost or sweat in winter . . . provides better insulation than a window with storm sash.



PROFIT

Glass block are easy to handle. They arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle.

Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-9, Toledo 1, Ohio.

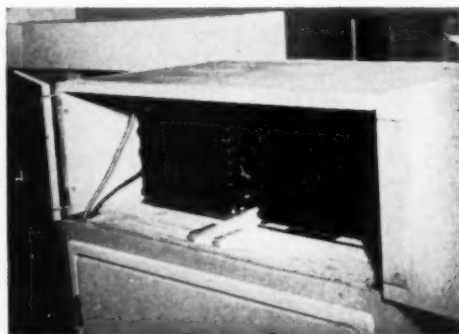
*Formerly known as INSULUX

OWENS-ILLINOIS

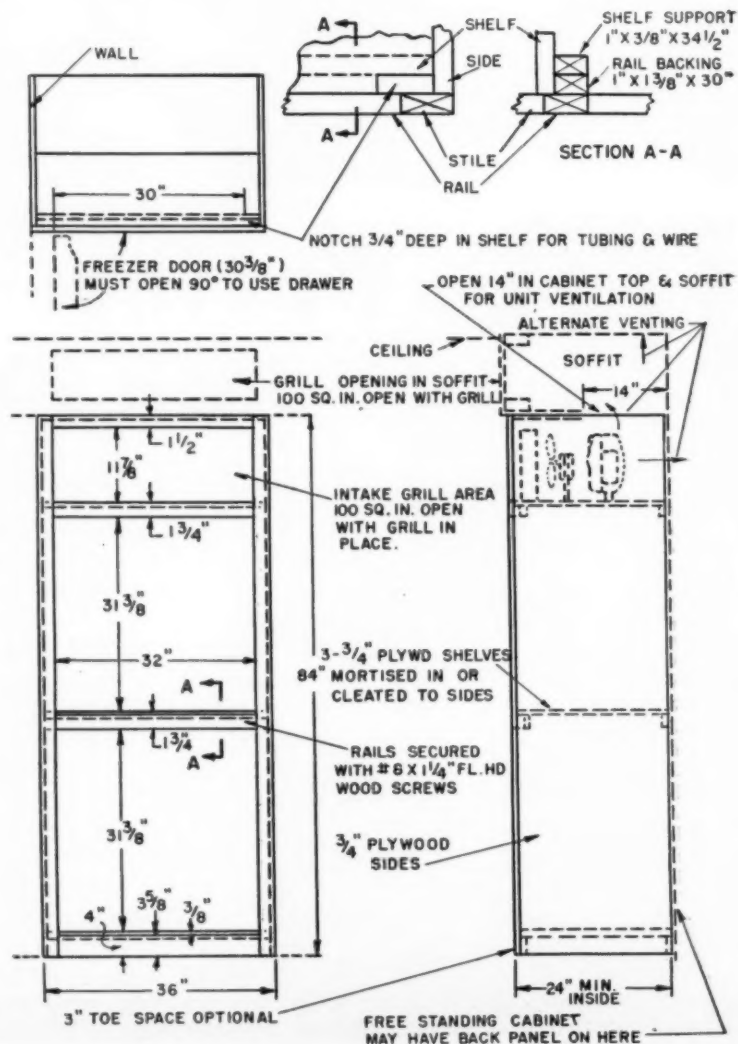
GENERAL OFFICES ① TOLEDO 1, OHIO

refrigerator-freezer combination (Continued from page 218)

Here is a closeup view of the compressors set into position. On the lefthand side refrigeration line for refrigerator runs through notch in shelf. Visible in lower right hand corner is notch for freezer refrigeration line. Refrigerator and freezer frames are securely fastened into position with two screws on each side of each cabinet



Shown below are cabinet construction details developed by the manufacturer as a guide for builders. If the cabinet is open at the top, no special venting for the compressors is necessary. A grille, or other venting must be provided if installation is snug against the wall, ceiling or soffit. The two compressors with small fan-cooled condensers require an air intake of 100 square inches, and air exhaust of the same amount



Here's the Only Fireplace...



**Designed Especially for
Modern Air-Conditioned
Homes!**

● Now . . . an open fireplace that is as modern as the homes you build. It's the new 3-Star Heatilator Fireplace with the Pressure-Seal Damper—the damper that actually seals the throat air-tight when the fireplace is not in use. It is the very latest improvement in fireplace construction.

● In summer, the Pressure-Seal Damper prevents loss of expensive cooled air—increases the efficiency of the air-conditioning system. In winter, it eliminates waste of house heat up the flue and stops chimney downdrafts that chill the room. A real sales feature in every home, it is a must for those homes that are fully air-conditioned.

**Now . . . the 3-Star Heatilator Fireplace
Gives You 3 Big Sales Features:**



1. **Circulates Warm Air** to all parts of the room and even adjoining rooms.
2. **Will Not Smoke**—scientific design assures correct construction.
3. **Damper Seals Air-Tight**—when fireplace is not in use.

Get the facts. Ask your dealer or write for complete information. Heatilator Inc., 929 E. Brighton Ave., Syracuse 5, N. Y.

3-STAR

HEATILATOR FIREPLACE

**This 38 x 26 Basement Form
stripped, moved and erected
in 25 MAN HOURS!**

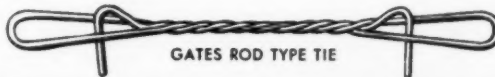


These are the facts:

● Gates Rod Type Ties, used with the Gates Horizontal Rod Panel system, have enabled Murphy-Wheeler Construction Co. of Greeley, Colorado, to strip, move and erect this set of basement forms in **25 man hours**.

These Are the Reasons Why Such Records Are Possible . . .

- **GATES HORIZONTAL ROD PANEL FORMS** are not bulky, heavy, man killers . . . one man can handle a 4 x 8 sheet of plywood.
- **GATES HORIZONTAL ROD PANEL FORMS** require a minimum amount of watering with pre-drilled nail holes for faster erection.
- **GATES HORIZONTAL ROD PANEL FORMS** strip rapidly and easily, leaving a smooth, attractive surface.
- **GATES HORIZONTAL ROD PANEL FORMS** require absolutely no fancy hardware.
- **Excluding Ties, THE ONLY investment required** is in the 4 x 8 plywood sheets (which may be re-used up to 100 times, or used for sub-floor, etc.) and the rods.
- Let Gates & Sons engineer the forming for your next project or job. Write today for complete catalog and free engineering service.



GATES ROD TYPE TIE

WRITE FOR LITERATURE

GATES & SONS, INC.
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AB

Please send me your new catalogue, "**Build the Easy Way With Gates.**"

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Address _____

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Gates & Sons, Inc.

KANSAS CITY

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NEW
RA-TOX

Fashionfold DOORS

For 1954 . . . all the practical low-cost advantages of Ra-Tox Folding Doors . . . plus a distinctive weave that adds new beauty to room interiors.

Fashionfold Doors were approved by every builder who saw them at the NAHB Show.

Attractively woven of Northern Basswood in natural or wide choice of lacquer or pastel stain colors.

EXCLUSIVE
Fashionfold
Door Pattern



Add new sales appeal with Fashionfold Doors. See your dealer or write for information.

THE HOUGH SHADE CORPORATION
1044 Jackson • Janesville, Wisconsin
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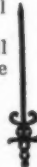
men over 45

More than six times as many men of your age will die of lung cancer this year as died in 1933. Our research scientists still don't know why.

They *do* know, however, that over half of those who will develop lung cancer *can* be saved . . . if they get proper treatment while the disease is still in the silent, symptomless stage. That's why we urge you to have a chest X-ray every six months no matter how well you may feel.

For more information call us or write to "Cancer", care of your local Post Office.

American Cancer Society



SLASH LIGHTING COSTS with FREE SUN LIGHT

get **CHEM-O-GLAS** facts



IT MAY PAY YOU WELL to get full details on economics now possible through use of these shatterproof, translucent, chemical-glass sheets.

Only one of its type L.A. Code Approved as "Flame resistant." Colorful. Colorfast. Fadeproof. Maintenance-free. No paint needed—ever. Precision-molded under 400,000 lbs. to give greater strength of 26,000 psi, and absolute uniformity throughout. 5 colors in flat, or exclusive RIBBED shape so easy to install without costly special moldings. Small $\frac{1}{8}$ " rib overlap saves up to 5¢ per sq. ft. Get facts!

"Tomorrow's Product"—available today. For complete facts, prices, free "Idea Folder" or name of nearest dealer, tear out coupon, now. Mail when convenient.

FLAT CHEM-O-GLAS ENDS BREAKAGE

Use as replacement for standard glass.

NEWEST USE: To replace glass in Jalousie or Louver Windows. "Lets light in; keeps sight out." 5 colors. (Dealers: write for franchise details.)

SEND NOW

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2000 Colorado Ave.
Santa Monica, Calif.

RUSH ME: ☐ Chem-O-Glas "Idea Folder." ☐ Name of nearest dealer. ☐ Dealer franchise data.

Name.....
Company.....
Address.....
City..... State.....

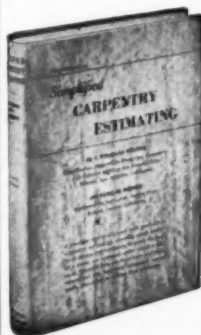
Save Time and Money . . . Avoid Mistakes . . . Use

SIMPLIFIED CARPENTRY ESTIMATING

HERE IS EVERYTHING YOU NEED to know to "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook.

CONTENTS: Estimating Fundamentals. Foundation Material. Framing. Exterior Finish. Hardware. Building Information. Estimating Short Cuts. Labor Hours per Unit of Work. Carpentry Mensuration. Mathematical Reference Tables. Stair Estimating. How to Plan a House.

1950, 5th Ed. 304 p. 123 illus. 60 tables. 5x8. \$3.75



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Please send me a copy of *Simplified Carpentry Estimating*. If after 5 days trial I am not fully satisfied, I'll return it and owe nothing. Otherwise I'll keep the book and send \$3.75 plus a few cents for postage and handling in full payment.

Name

Street

City State

☐ SAVE. Send \$3.75 with your order. We pay postage, handling. Same trial terms.

**less cost
less space
less labor
MORE PROFITS**

with compact
nationally advertised

WILLIAMSON
HEATING & COOLING UNITS



WILLIAMSON Assembled Furnaces

- Units occupying less than 2 feet square floor area
- Pre-wired and pre-assembled... 10 minute installation
- Gas or oil convertible... just change burner package
- 20 gas models, 12 oil models... 4 distinct types... 60,000 to 145,000 BTU

Designed, built, proved, priced for the new housing market. Each unit displays the famous WILLIAMSON symbol, gives you extra merchandising value. Matching cooling units for year 'round air conditioning.

WILLIAMSON Cooling Units

- Water or air-cooled... 2 or 3-ton units
- Sectionally designed to save space
- Need as little as 2.7 sq. ft. floor area, 43" height.

Plus the most comprehensive line of die-cut pre-fabricated Duct, Pipe and Fittings for Heating and Cooling.



- Pipe and fittings for ANY system
- No shopwork, small inventory needed
- Save time and cost... install fast

112 FURNACES - 5 TYPES - 8 LINES

Get ALL from ONE Source... WILLIAMSON, the most complete furnace line, ever!

Regardless of size or type home you build, WILLIAMSON can supply you with everything you need for complete warm air heating and summer cooling.

THE WILLIAMSON
HEATER COMPANY

3535 MADISON ROAD, CINCINNATI 9, OHIO

Please send me complete information on:
Assembled Furnaces ☐ Gas ☐ Oil
Summer Cooling Units

☐ Water-Cooled ☐ Air-Cooled

☐ Pipe & Fittings

☐ Complete Line of Furnaces

Name.....

Address.....

City.....Zone.....State.....

letters.....

challenge to dealers strikes assenting note

Sir: Thank you for the May issue of *American Builder* containing the thought-provoking article entitled "Can Dealers Meet the Challenge of Direct Buying?" I am glad that *American Builder* has seen fit to pursue the subject in such a direct and aggressive manner. I have always felt that the retail lumber dealer had an opportunity to service and sell the merchant builder and a number of dealers have been successful in this respect. The only reason a dealer is detoured is because he fails in going after this type of business.

The author of this article is so right in his opening statement to the effect that the dealers will be unable to meet the challenge as long as they are content to maintain a status quo position in the building materials distribution channel.

Lumber dealers must be made to realize that a revolution is in progress in the light construction industry and they must gear their operation to mesh—or else!

I congratulate you for this timely and important article.

Walter J. Wood,

Vice President in charge of Sales

E. L. Bruce Co.,

Memphis 1, Tenn.

'slave for the lumber yards'

Sir: Your article in the May issue (page 5) prompts me to voice my opinion regarding lumber dealer-builder relationships. Allow me to quote an old phrase: "The carpenter is the slave for the lumber yards." I'll elaborate further... the carpenter is also the unsung, unpaid and unwilling salesman for the lumber dealers. When a person decides to have carpenter work done by a contractor, the carpenter channels the sale of all of the necessary materials to the dealer with whom he does business. Were it not for the carpenter, the owner would purchase the materials at a place of his own choosing. The law of averages prevailing, this dealer would have small chance of getting the order. Therefore the dealer's profit is in di-

(Continued on page 224)

**GERHOLZ
COMMUNITY HOMES**
have installed



SLIDING DOOR FRAMES

at Westgate Park

because—

**"They make homes
more livable"...**

Cut Building Costs



- ★ Quickly installed.
- ★ Easily framed in.
- ★ Finished jambs—no stops required.
- ★ Assembled in hydraulic jigs to assure perfect alignment.
- ★ Metal-reinforced jambs hold door pocket rigid and true.

Shipped as Packaged Unit



- ★ Ready for installation upon arrival.
- ★ Frames shipped with head inside and jamb fastened to side.
- ★ Saves valuable living space otherwise wasted by swinging doors.

Quiet Easy Sliding Action

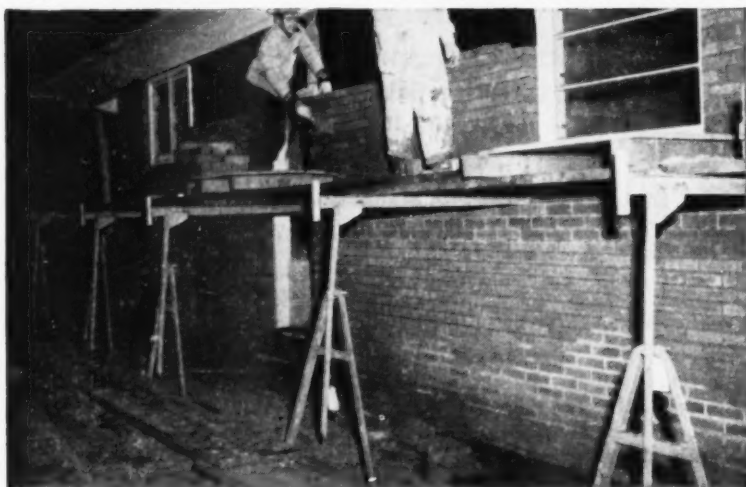
- ★ Nylon ball-bearing rollers and aluminum overhead track assure easy "Feather-Glide" operation.
- ★ Made in two widths of jamb: Type "A" 5 $\frac{3}{8}$ " (for lath and plaster) and Type "B" 4 $\frac{3}{4}$ " (for dry wall).

For long, trouble-free service and better living in every type and size of house, use the proven Sliding Door Frames by Nordahl.



174 WEST ALAMEDA AVE., BURBANK, CALIF.

NEW TRESTLES WITH 9 HEIGHT ADJUSTMENTS



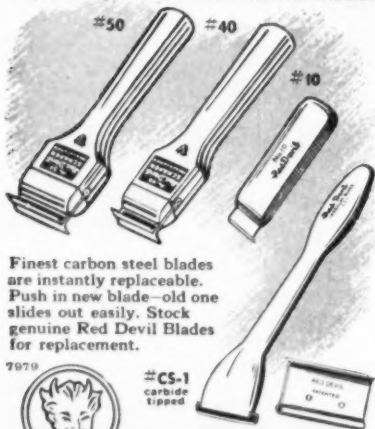
FOR FAST MASONRY CONSTRUCTION, mason contractor L. Hubbard of Euclid, Ohio, uses new "Trouble Saver" Putlog Trestles on a project for Joe Miller Homes Co. The new Putlog Trestles are 5'-long and provide nine height adjustments, ranging from 4' to 6'. Masons set each Putlog on the top course, then brick is laid over them. Putlogs are pulled out of the wall and adjusted to new height as the job progresses. When a pin is removed, the new Putlog Trestle swings down flat for easy storage or shipping.

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Letters.....

(Continued from page 223)

rect relation to the amount of work performed by the carpenter.

In the accompanying article entitled "Can Dealers Meet the Challenge of Direct Buying?" . . . one builder is quoted . . . "I can buy these materials as cheaply as he (the dealer) does." This must be a large volume builder! I have always known the lumber dealer to be a retailer. His prices to me are the same as to any layman who buys from him.

His position is unique in the field of business. If he is the retailer, what then is the position of the builder? Does he (the builder) just perform a service? Should he be forced to add his percentage to the cost of the materials in order to obtain his profit, thus in many instances making his price prohibitive and perhaps losing many contracts because of this?

How then did the lumber dealer get in the position of a retailer? It happened many years (ago) . . . and nothing has exerted enough pressure to change it except the volume builder who manages to bypass the "retailer." But there are still many small jobbers and builders who will remain "slaves to the lumber yards."

Robert T. Stahl
Home Servicers (Sales and Service)
Irvington 11, N.J.

halving fractions—resimplified

Sir: On page 196 of the June issue of *American Builder*, under "how would you do it?" column, I refer to the article, "chart simplifies halving fractions." Why not use the simple rule to take half of 1½, or any other fraction, double the denominator to form the denominator of the new fraction, then add the original numerator and denominator to form the new numerator.

Example: To determine one half of 1½; twice 8=16; 5 plus 8=13; answer: 13/16.

Robert L. Bryan, principal
South Charleston High School,
South Charleston, West Va.

► Above rule does not hold when the numerator happens to be 1; one half of ¼, for example, is not ⅛.
—The Editor



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Frame is made to fit 26" by 54" opening in ceiling, also 30" by 54" (special) at extra cost.

letters.....

who says there's no step-by-step building primer!

Sir: On page 185 of the June issue of the *American Builder*, under the column *Ask the Experts*, there is an item inquiring about a step-by-step building primer.

I have found the booklet printed by the National Lumber Manufacturers Association, Washington, D. C. entitled "House Framing Details, Lumber and its Utilization," Volume IV, Chapter 3, of the Construction Information Series as the best booklet on house construction.

C. E. Horne Jr.,
Building Inspector,
Ottumwa, Iowa

Sir: In reference to the June issue of your column question, *Step-by-Step Building Primer*, I think that you flubbed J. L.'s query to the above. His problem can be solved in a book called "House Framing Details" published by the National Lumber Manufacturers Association, Washington, D. C. Price is ten cents a copy (7th edition). The pamphlet is rich in isometric details pertaining to home construction.

Michael Woronovich,
Hermosa Beach, Calif.

eruditely correct— but too complicated!

Sir: Although the solution to the rafter problem on page 185 of the June issue of your magazine is eruditely correct, it is entirely too complicated, I believe, for subscriber H. W. of Wichita, Kansas.

Why not advise him to buy a "Framing Guide and Steel Square," published by D. L. Sigmon, Box 367, Hickory, N. C.? He could then double the length of his span, look up under the proper table in this small, but gem of a book, and find the correct answer to be 14 feet 5 1/8 inches.

We send all of our contractor and carpenter friends your magazine.

Melvin Tye,
G. A. Tye & Sons,
Americus, Ga.

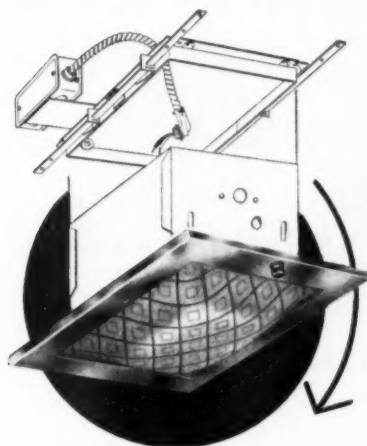
Letters to the Editor should be addressed to E. G. Gavin, Editor, *American Builder*, 79 W. Monroe Street, Chicago 3, Ill.

AMERICAN BUILDER



use blueprint houses to help you sell

Malcolm Gerschler (left), Tartan Construction Company, Pomona, California, cuts out the Blueprint House from each issue of *American Builder* and mounts it on cardboard. Taken as a collection, the Blueprint Houses represent a fine cross section of architectural styles and good construction features, Gerschler says. So he uses them to discuss ideas with prospects who come to him for new houses. The mounted gatefold plans and pages from *American Builder* make an effective display on the wall of his office.



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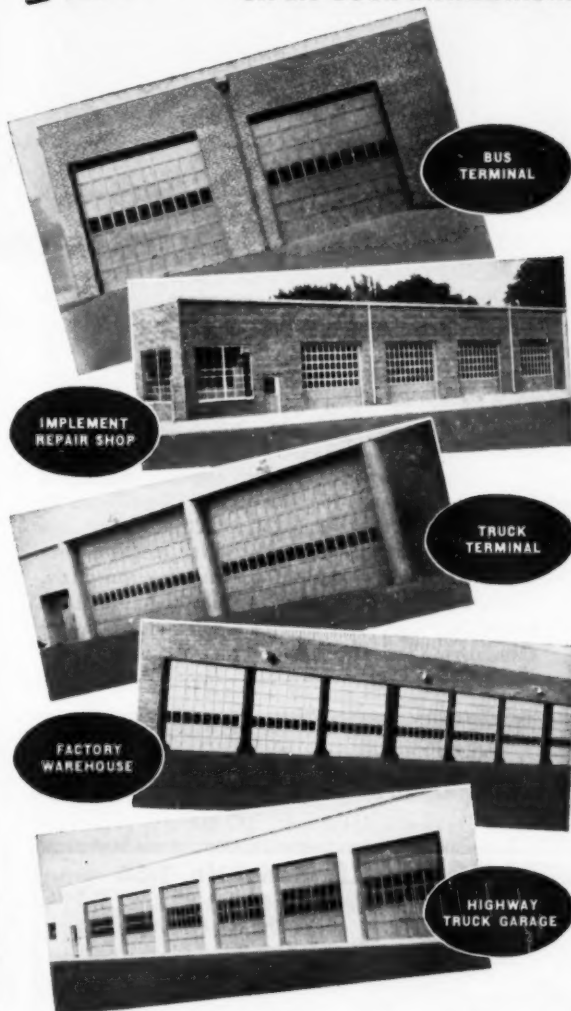


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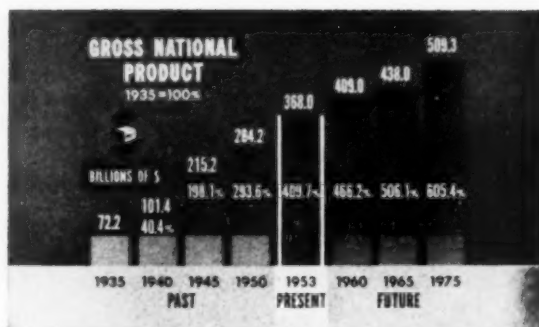
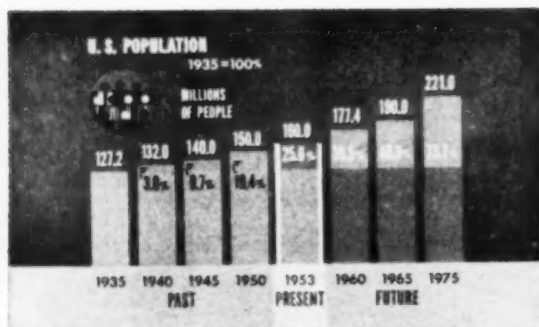
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building and tomorrow's market

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Obviously this tremendous growth means a continuing and growing need for housing, hospitals, schools, household appliances, fuel and just about everything else. The President's Materials Policy Commission estimated in 1952 that if population in-

creases as expected, and if the total national output of goods and services doubles by 1975, the building industry will be called upon to do this tremendous job. Provide:

- some 35 million houses
- 7.4 billion square feet of factory floor space
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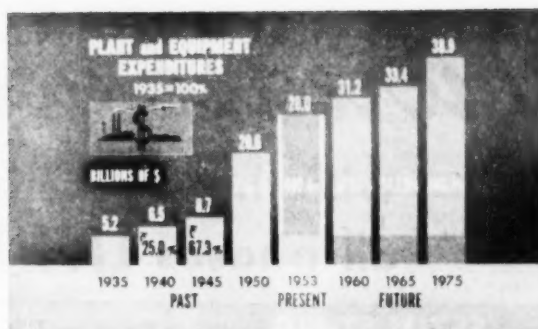
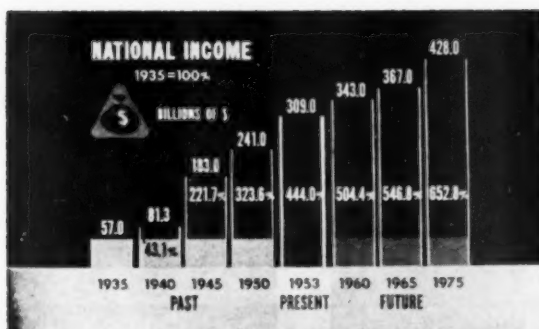
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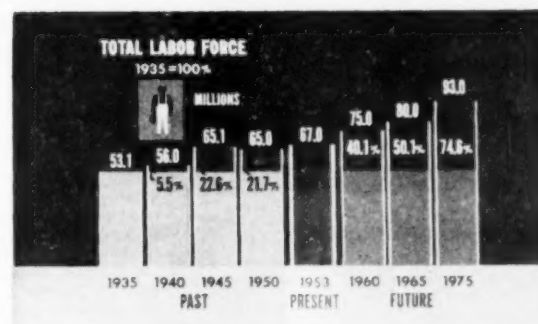
KRITZER "IF IT'S KRITZER,
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amounts of materials by building construction. By the 1970's, public and private construction of new buildings, and repair and maintenance of existing ones, may increase an estimated 35 per cent over the 1950 level. In doing so, the building business will be consuming about one-third more materials in 1975 than in 1950.

Dwellings of the 1970's will not only be more numerous, but with rising incomes, houses should also be larger and better. The average value of new housing units in 1950 is set at around \$8,500. By the 1970's the average measured in constant dollars of purchasing power, may be around \$9,500.

Narrowing down this forecast of tomorrow's market to the shorter span of a 10-year period: the Housing and Home Finance Agency has estimated that between 1951 and 1960 we will need to have built, brought up to standard or provided through



conversion nearly 14½ million non-farm dwelling units. By 1960, the agency estimates that the building business must have built enough houses to take care of six million families as yet unformed or as
(Continued on page 231)

Are builders missing a bet?

You know from experience that you sell a house by selling its features. You also know that the kitchen contains some of the most important selling features in the house.

There was a time when a builder got by with a modern range in the kitchen as a selling feature. Then he began to include a refrigerator and, one by one, other appliances. Why? Because his customers demanded them!

Now customers are demanding freezers. More and more homemakers every year want this appliance that saves them time, money and work, allows them to serve better meals, at lower cost. They want to "be modern—live electrically." Last year, more than 1,000,000 freezers were installed in American homes.

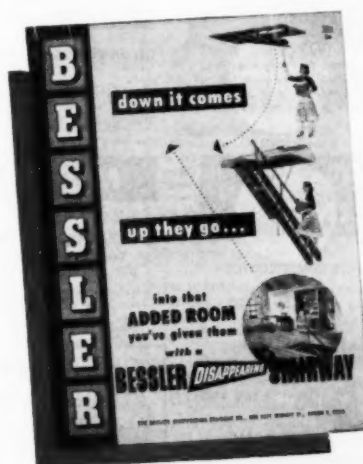
That's why you're missing a bet unless you design your kitchens with space for a freezer—allowing, too, for the weight of this appliance and its contents, in designing the load-bearing strength of the floor.

Don't miss out on this important selling feature. If you need more information, write to any of the manufacturers listed below—or see their dealers in your community.

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AMERICAN BUILDER

(Continued from page 229)

yet unhouseed; built or repaired somewhere between two million and three million farm houses; tackled the job of rehabilitating some 6,300,000 houses in cities and towns that don't come up to generally accepted minimum standards.

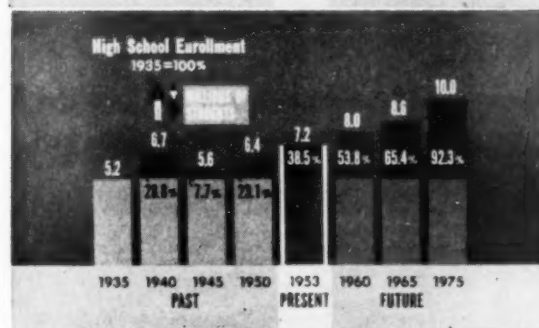
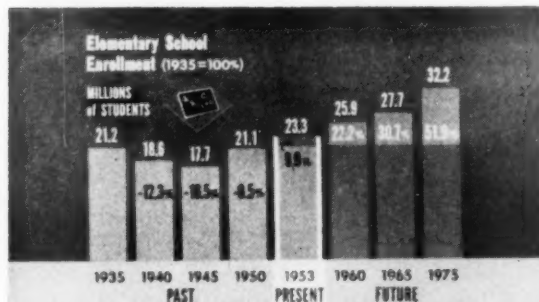
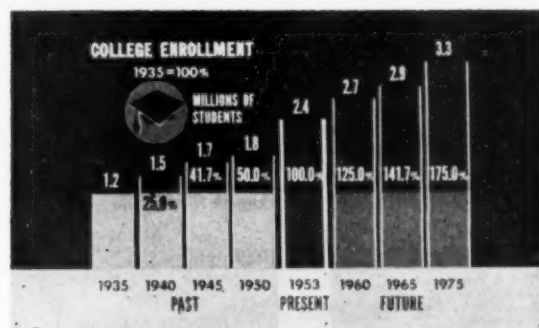


TABLE I—Past volume and estimated future requirements of building construction in the United States

	Residence (million dwelling units)	Commercial (million square feet of floor space)	Industrial (million square feet of floor space)	Hospital (million beds)	Education (million desks)
1926-50 new construction	13.2	2,290	4,125	0.9	16
1950 new construction	1.4	130	129	*.05	*1.
1951-75 estimated new construction	35	4,200	7,400	1.4	20
1970's estimated annual new construction	1.6	220	375	.67	.88

* Estimated

President's Materials Policy Commission, 1952



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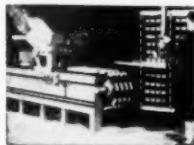
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W. E. Dunn Mfg. Co., 418 W. 24th St., Holland, Mich.
CANADA: Dunn Masonry Machinery, Ltd. 854 Dundas W'way, Cookville, Ont.



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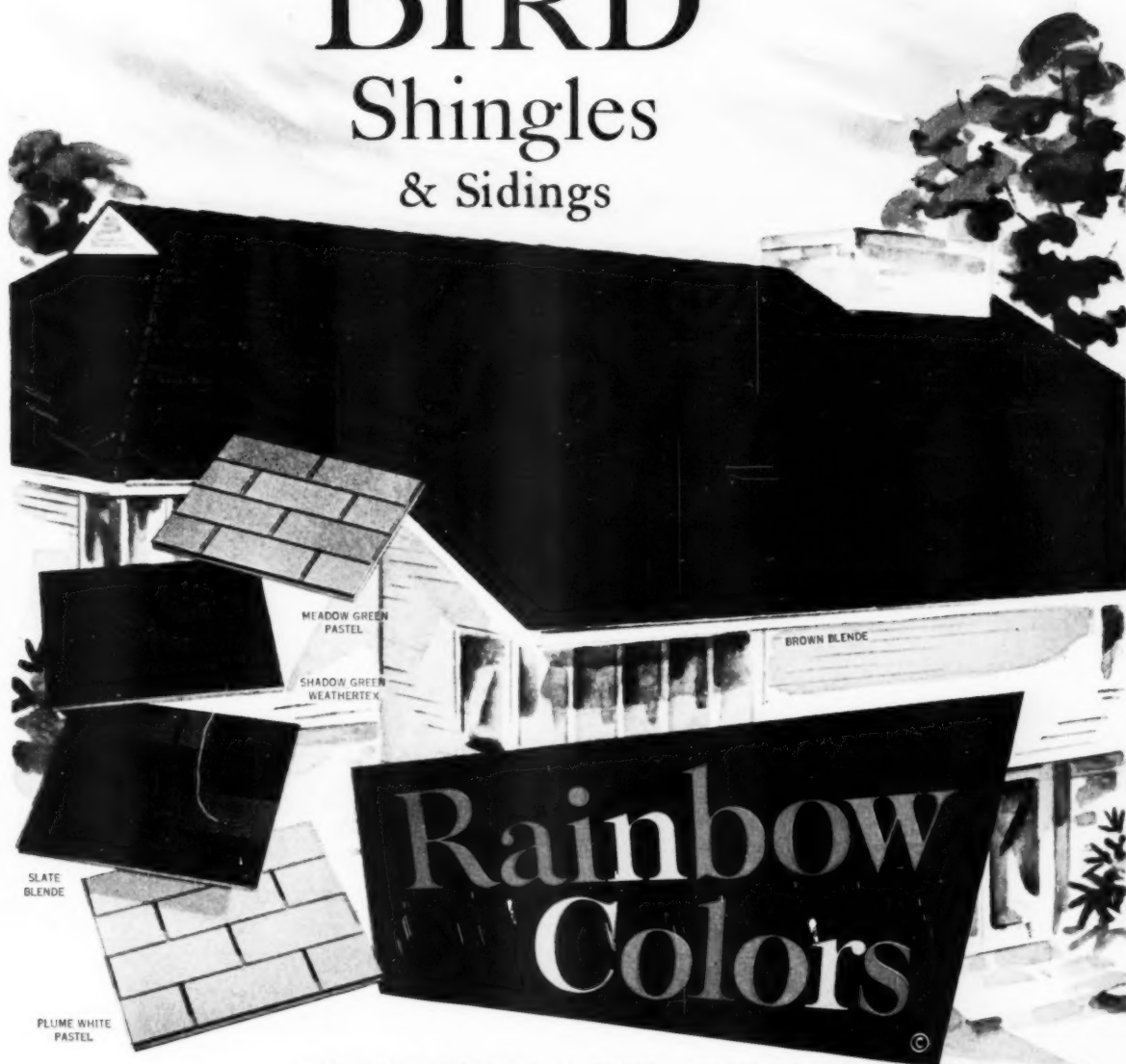
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